

JAN 1 1919

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PRINTERS' INK

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A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CVI, No. 2

NEW YORK, JANUARY 9, 1919

10c A COPY

*Most folks remember faces
—few can recall names*

THAT an object is most easily and quickly recognized by its form, rather than by a name or word-association, is a well established principle. Acting on this, we designed the dainty pink-and-white hat box for the Armand Company—the father of a line of equally dainty and charming pink-and-white packages which contain the deservedly famous



You can stand across the street, or pass by in a street car or machine, but if you have ever seen an Armand package—and there happens to be one in the store window you are passing—you will see it and note it and know it is Armand's!

This distinctive package has been no small factor in the success of Armand's. The excellence of the product itself—and the splendid spirit of co-operation extended by the Armand Company—enabled us to do our best, both in advertising and merchandising. The results have been mutually gratifying.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



DOMINANCE and LEADERSHIP

The farm market consists of 6,500,000 farm families. Like every other market it includes good prospects and poor prospects.

THE STANDARD FARM MARKET consists of one million farm families most of whom have made a success of farming and occupy a position of dominance and leadership in their communities.

You can reach The Standard Farm Families directly and their neighbors indirectly, through

The Standard Farm Papers

*Sell A Standard Farm Paper Subscriber And You
Sell His Neighbors Too*

The Standard Farm Papers are:

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Hoard's Dairyman
Established 1876

The Ohio Farmer
Established 1848

The Michigan Farmer
Established 1843

Prairie Farmer, Chicago
Established 1841

Progressive Farmer
Established 1886

**Birmingham, Raleigh
Memphis, Dallas**

The Wisconsin Agriculturist
Established 1877

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

Wallaces' Farmer
Established 1895

Western Representatives
STANDARD FARM PAPERS, INC.
Conway Bldg., Chicago

Eastern Representatives
WALLACE C. RICHARDSON, INC.
381 Fourth Avenue, New York City

All Standard Farm Papers Are Members of A. B. C.

JAN 1 1919

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CVI

NEW YORK, JANUARY 9, 1919

No. 2

A Strong Foundation for Your Advertising

What a Commercial Research Department Can Do in Developing the Market

By L. D. H. Weld

Manager of Commercial Research Department, Swift & Company, Chicago, Ill.

TO take the place of the old rule of thumb, catch-as-catch-can, method of selling, which is gradually passing into the discard, there is appearing a real desire on the part of industrial leaders to make scientific analysis of their selling efforts. Imbued with this desire, the manufacturer (or jobber or retailer) finds that it is no such simple task to acquire the knowledge of his own business—that he formerly thought was unnecessary—but that he now believes he wants.

When the boss learns of the experience of other concerns in the development of scientific commercial methods, he begins to cast around in his own organization, trying to get information. He finds that his own manager, perhaps, is too busy to think of the questions he propounds, or that he has lived in the business so long that he can't see beyond the walls of the factory or of the office. The sales manager believes that everything is going as well as could be expected, and the boss finds that he has little sympathy with his "new fangled" ideas. He finds that the various department managers are too engrossed in the details of their own narrow fields to be of much assistance.

Sometimes the owner finds a man in his own organization who gets the right "slant" and who has the initiative and the breadth

of vision to organize for collecting the information wanted. Sometimes the advertising manager is the man who fills the need. But, more commonly, if the owner is persistent enough, he looks for an infusion of new blood—perhaps in the form of a new sales manager who has had experience in other fields. Sometimes, however, he decides to establish a new department, just as the manager of a manufacturing plant, when he introduces scientific management, finds it necessary to organize a separate department to make time studies and to do the planning.

Thus it has come about that in a few cases there have been established commercial research departments, whose duty it is to collect, tabulate and interpret information about selling methods and results, and to plan methods for increasing the effectiveness of the sales organization. Sometimes this work is done fairly effectively by advertising agencies; sometimes outside organizations, or "sales engineers" are called in; but there is a growing feeling among large manufacturing and mercantile concerns that in order to get complete and substantial service, it is necessary for them to have investigating and planning departments of their own, and that there is a permanent place for such departments.

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The larger the concern the greater the need for such a department. But what is the kind of information wanted? What are the features of sales organization and methods that are beginning to demand attention? The answers to these questions indicate in general the function of a commercial research department.

The science of commercial research has not developed sufficiently as yet, to give a very specific answer to these questions. The functions of such a department depend largely, of course, on the nature of the business, and the selling methods in use. In the case of a large business with different departments selling a variety of articles, the functions of the research department are more numerous than in the case of a smaller concern selling a single product. The manufacturer of advertised and branded articles usually has more need of a research department than the seller of unbranded articles.

BROAD FIELD, BUT CULTIVATION SHOULD BE INTENSIVE

The fundamental question which a commercial research department faces is this: How can we extend the market for our goods? But, in order to answer this question other questions have to be asked.

Are we getting the best results from our present selling activities?

What are our selling costs?

Is our distribution even throughout the country?

What share of the business are we getting?

Are the salesmen properly trained?

Are they paid in the best manner?

How often do they report, and what do they report?

How thoroughly are salesmen's reports analyzed?

How well do salesmen cover their territories, and are these territories laid out scientifically?

Could business in certain sections be developed by establishing

branch houses carrying stocks of goods?

Then there are other questions concerning sales policies and price policies. Are prices maintained by dealers?

Are exclusive dealers used?

Are quantity prices allowed, and, if so, are they adjusted properly?

How do dealers feel toward our products?

Are dealers sold in proper quantities?

How many different competing brands do dealers handle?

To what extent do consumers ask for our product by its brand name?

And then there are numerous questions to be asked concerning the advertising.

These are only a few of the questions that a commercial research department might be called on to answer. It is not necessary, however, for such a department to start out by trying to solve all the problems suggested above. Rather may it prove more useful by addressing itself to some specific problem.

Perhaps the most important service that a commercial research department can perform is the collection of information that can be obtained only by field analyses or market surveys—that is, information that does not exist within the organization in any form, but that has to be gathered from the outside. The only members of the organization who could possibly have this information, or who are coming in contact with the people from whom it could be obtained, are the salesmen.

But salesmen can't successfully make the market surveys necessary in scientific selling for the following reasons: (1) If a salesman is properly routed over his territory, he can not possibly have the time to collect the information needed; (2) The salesman has a personal interest, which blinds him, either consciously or unconsciously, to facts that would place his work in an unfavorable light; and (3) many



The first relief Ship to reach Belgium after the invasion of 1914 was the John Blockx, sent and financed by the readers of

THE CHRISTIAN HERALD

Graham Patterson

President

New York Office: Bible House, New York City

Western Office: 1835 Peoples Gas Building
Chicago, Ill.

salesmen are lacking in a broad conception of fundamental merchandising problems, and hence they frequently fail to grasp the significance of facts which would be of value to the management.

For these reasons, market surveys need to be made by men who are detached from the regular selling force. Furthermore, they ought to have a training in the fundamentals of business organization. They ought to be able to answer intelligently: Why does my firm sell through jobbers, rather than direct to retailers? What would be the advantages of selling direct? How much more would it cost? How much, approximately, does it cost to sell the different commodities my concern is marketing, and what is the relative profitableness of the different lines?

QUESTIONS SWIFT & CO. ARE SOLVING

A good example of the difficulties surrounding this last question is a problem faced by Swift & Company. This company sells a variety of products through its 400 branch houses. Branch-house selling costs are measured as so many cents per hundred pounds—lumping together "Premium" hams, ox tails, soap powder, eggs, oleomargarine etc. Just how much it costs to sell soap powder as compared with "Premium" hams, can never be determined exactly, but approximations can be made by considering amount of salesman's time necessary to sell, rate of turn over, amount of storage space required, etc., etc.

This suggests another of Swift & Company's selling problems. Goods are distributed partly through branch houses and partly by means of "car routes." Car route distribution means the supplying of retailers in small towns direct by drop shipment from refrigerator cars that are sent out from the packing plants at regular intervals, each car serving the dealers in a dozen or more towns along a line of railroad.

This question frequently arises: Shall a certain town be served by a car route, or shall it be served

by a near-by branch house, or is the town large enough to have a branch house of its own? Only when one gets beneath the surface, can he begin to realize the complexities of this problem, especially when a perfectly commendable business rivalry and jealousy between the two departments involved has precluded the development of a scientific method of answering this question when it arises. This is only one of many instances that suggest the possibilities of a commercial research department for such a large concern as Swift & Company.

Even if market analyses and surveys are the main object of a commercial research department there are certain statistical analyses of existing facts and figures which should be made first. There are very few concerns that have analyzed to their fullest possible usefulness, the figures that they already have in their own records. Many firms have, within the past few years, forced their salesmen to go to the trouble of making daily instead of weekly reports, and then have not themselves taken the trouble to make proper use of the information furnished by such reports.

How many manufacturers have made careful and scientific analysis of their sales as compared with population or number of dealers in different sections or States or communities of the country? How many keep a record of the number of dealers in each town, the number to whom sales are made, the number of new customers, the number of lost customers and the reasons for losing such customers? How many compare salesman's time and expenses with the sales in individual towns, the number of calls made, etc.? Not all of these questions can be answered from the usual existing records, but a great many of them can be, and there are many progressive manufacturers that are keeping records along these very lines.

Analysis of either existing facts, or of facts that have to be

AMERICA'S PROGRESSIVE DAILIES

Newspapers which have joined the New York Globe in pledging themselves to co-operate with the advertising agents in allowing commission on foreign business linked to names of local dealers.

CORRECTED UP TO DECEMBER 30, 1918

ARKANSAS Little Rock, Democrat Ft. Smith, Times Record Ft. Smith, Southwest American	KENTUCKY Paducah, Evening Sun	OKLAHOMA Shawnee, News-Herald Bartlesville, Examiner
CALIFORNIA Chico, Enterprise Corning, Observer San Jose, Mercury	LOUISIANA Shreveport, Journal	OREGON Marshfield, Times
CANADA Montreal, Star Edmonton, Bulletin Monkton, (N. B.) Times Toronto, Daily News	MAINE Waterville, Sentinel	PENNSYLVANIA York, Gazette Erie, Herald
CONNECTICUT Meriden, Record	MASSACHUSETTS South Adams, Herald Worcester, Evening Post Lowell, Courier-Citizen	RHODE ISLAND Pawtucket, Times Woonsocket, Call-Reporter
FLORIDA Tallahassee, Democrat	MICHIGAN Lansing, State Journal Ludington, Daily News	SOUTH CAROLINA Greenville, Daily News Charleston, American
GEORGIA Augusta, Chronicle	NEBRASKA Omaha, World-Herald Hastings, Tribune Beatrice, Daily Sun	TENNESSEE Jackson, Sun
ILLINOIS Quincy, Journal Canton, Journal Bloomington, Bulletin Streator, Independent Times Chicago, Daily Jewish Courier Peoria, Journal	NEW YORK New York City, The Globe Locport Union-Sun-Journal Batavia, The Daily News Jamestown, Journal Gloversville, Leader-Republican Mt. Vernon, Argus Middletown, Times-Press	TEXAS Houston, Chronicle El Paso, Times Denison, Herald Texarkana, Texarkanian Ft. Worth, Record Tyler, Tribune Wichita Falls, News-Tribune
INDIANA South Bend, News-Tribune Lafayette, Journal	NEW HAMPSHIRE Manchester, Union-Leader	VIRGINIA Roanoke, Times-World
IOWA Des Moines, Register-Tribune Burlington, Hawkeye Washington, Journal Ft. Dodge, Messenger Sioux City, Tribune	NEW JERSEY Jersey City, Jersey Journal Morristown, Record	UTAH Salt Lake, Telegram Ogden, Examiner Ogden, Standard
KANSAS Frederick, Daily Herald	OHIO Dayton, News Mansfield, Shield Springfield, News Youngstown, Vindicator Warren, Daily Tribune Xenia, Republican	VERMONT Burlington, Free Press WEST VIRGINIA Clarksburg, Telegram WISCONSIN Marinette, Eagle-Star Beloit, Daily News Racine, Times-Call

More are joining every day and the success of the campaign is assured.

Join the progressives to help bring newspaper advertising into its own.

Member
A. B. C.

THE NEW YORK GLOBE

Member
A. B. C.

JASON ROGERS, Publisher



Large Scale Selling

*A selling force which reaches
102,000,000 people*

HOW is it physically possible to get a message to the 102,000,000 people of the United States?

If, during the war, you had passed through our Receiving Room while the sack mail was being opened, the sight of the same war news repeated in flaring headlines in thousands and thousands of newspapers from every state, would have given you some conception of the physical machinery that is necessary to reach 102,000,000 people.

What were the vehicles used to carry the actual news of the war and its various activities?



19,800 newspapers
170 magazines
650 religious papers
450 agricultural papers
3,200 trade papers
7,000 towns with bill-posting facilities
7,500 towns with painted bulletins
60,000 street cars which carry 39,600,000 passengers a day



5 tons of newspapers alone are received each month and an equal weight discarded.

In our newspaper file room there are always on file 190,000 unduplicated copies of newspapers. And with the exception of the large city dailies, which are kept for six months and a year, none is more than four months old.

In the magazine file room adjoining, there are 26,000 copies of magazines and agricultural, trade and religious publications.

For the study, selection, checking and billing of these different media in the J. Walter Thompson Company, the entire time of fifty-two people is required. To the analysis and preparation of the message which these different media are to carry 132 more people devote their time.

To get 102,000,000 people to understand the usefulness of a commodity, there is needed not only an effective presentation of the advantages of the commodity—the news about the product—but these thousands of vehicles to carry the message, and a force capable of executing the multitude of mechanical details necessary in getting it to them.



J WALTER THOMPSON COMPANY
New York

Chicago • Boston • Detroit • Cincinnati

obtained by means of field surveys, calls for a knowledge of statistical methods. The construction of averages, of per capita sales by States, etc., offers many pitfalls to the uninitiated. Improper statistical analysis may do more harm than good. A proper knowledge of statistical methods can hardly be acquired outside of a college class-room, although much can be accomplished by studying the text-books on the subject. But these text-books are awfully stiff reading! And there is a great deal in them that is of little value to the business statistician.

USE OF GRAPHIC CHARTS

One of the most valuable things that a research department can do in a statistical way is to present its analyses in the form of graphic charts. Curves representing sales by weeks or months are invaluable. The writer believes that the common practice of comparing "last week's sales" with the sales of the "corresponding week previous year" is hardly sufficient to give an accurate picture of sales development. The sales of the different products should also be graphed. The seasonal variations should be studied—and for different sections of the country. Then these things should be compared with the methods of routing salesmen, the possible effect of changes in advertising policy, etc. "Graphic control" of industry is becoming recognized more and more. It saves the time of executives, and it gives them a broader view of their business problems.

As stated above, perhaps the most valuable thing that a research department can do is to make market surveys. Such surveys, when made by outside companies, are apt to be more or less superficial in character, although the results are usually presented with such a clever sprinkling of type from the red ribbon that the "report" usually looks very neat and complete.

Market surveys may cover either dealers or consumers, or

both. Consumer surveys are necessarily the more costly, in that they require more time and a larger corps of investigators. Much information about consumers may, of course, be obtained from dealers.

It is, of course, not necessary to visit all retailers or all consumers in the country! The method of "sampling" may be used. Typical communities in different parts of the country should be carefully selected. After the returns have begun to come in and are tabulated, it is possible for the analyst to determine how comprehensive the survey must be in order to make it yield accurate and dependable results. When the returns from different communities begin to check with each other, and show the same tendencies or explainable differences, this is an indication that dependable results are being obtained. When they show irreconcilable and unexplainable differences, this is an indication that the survey is not comprehensive enough to bring forth trustworthy fundamentals.

In planning a survey, a list of questions should be drawn up as carefully as possible, worded in such a way as to be answerable in the easiest possible way. Whenever possible, questions should be asked in such a way as to be answered by "yes" or "no" or by some figure. A list of questions should be tried out before the final form is adopted. The man in charge of the investigation should do some of the field work himself, in order to be able better to interpret the results, and to understand the difficulties of the investigators. The questions should be printed on forms of convenient size and shape and on good enough paper to be easily handled and read.

The readers of *PRINTERS' INK* are more or less familiar with the kind of information that can be acquired only by means of market surveys. From dealers, the manufacturer wants to know how many lines of competing goods are carried; what percentage of the business he is getting; whether con-

CHICAGO**The Central Location for Printing and Publishing**

Printing
and
Advertising
Advisers



Day and Night
Service
All the Year
Around

*One of the Largest and Most Completely Equipped
Printing Plants in the United States*

Linotypes, Monotypes, Hand Typesetting. Usual Presses, Color Presses, Rotaries. Usual Binding and Mailing Facilities, also Rapid Gathering, Stitching, Covering and Trimming Machines.

Whether you have a large or small **Catalogue or Publication** to be printed you have not done your duty by your **firm** or yourself until you have learned about the service Rogers & Hall Company give and have secured prices.

*We ship or express to any point
or mail direct from Chicago*

Make a Printing Connection with a Specialist and a Large and Reliable Printing House.

Business Methods and Financial Standing
the Highest

(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

ROGERS & HALL COMPANY

**Catalogue and Publication
PRINTERS**

Artists—Engravers—Electrotypers

Polk & La Salle Streets

CHICAGO, ILL.

Telephone Wabash 3381—Local and Long Distance

CHICAGO**The Central Location for Printing and Publishing**

sumers ask for the article by its name; whether dealers push certain brands, and why; why goods are returned; whether store signs and dealer helps are used, etc., etc.

From the consumer the manufacturer wants to know why she buys, or why she doesn't buy, his product; whether retailers try to get her to buy a substitute; whether she likes the color and the appearance; how often she buys, or why she doesn't buy, his brand, etc., etc.

This is the kind of information that can be obtained in the best possible way only by a commercial research department. There are also many problems in connection with advertising methods and copy that can be solved only by personal contact with dealers and consumers; and it should be the duty of this department to help in the analysis of advertising results, and to check up the agency on the choice of mediums, etc.

From the foregoing analysis it would seem that there are enough things for a commercial research department to do, and there is probably not a single one in existence that has tackled half the things enumerated. The usual experience has been, so far as the writer knows, that such a department has found itself so busy with just a few specific problems, that it has proved its usefulness even within restricted fields, and has unbounded possibilities ahead.

In conclusion let it be said that in many industries there are still other problems than those mentioned above, to which a research department may well address itself. And these are some of the most vital problems of the day. These have to do with the broad and fundamental relations of an industry with the public and with the Government. The economics of any industry are well worth studying. Just what economic function does any particular industry perform? How is it a benefit to mankind? To what extent is it misunderstood by the public? How can its service be improved? What is its policy in

dealing with the public and with its own working people?

These are the problems to which the writer has been giving much of his attention during the few short months that he has been in his present position. This kind of work is helpful in furnishing the basis for an institutional advertising campaign, such as that being carried on by Swift & Company at present. A knowledge of economics is more or less helpful in such work, and the day will come when economists are less and less the closest theorists that they have usually been, and when their services will be sought more and more by large corporations.

During the days of readjustment and reconstruction that are to come the need of research departments for the study of fundamental economic problems, and for the analysis of selling methods and market conditions, will be more necessary than ever—and not only to help in the development of sound economic relations with the public, but in the extension of markets—even into foreign lands.

France Honors Frank A. Munsey

It was announced in Paris last week that the title of Chevalier of the Legion of Honor had been conferred on Frank A. Munsey, the well known American publisher.

One of Mr. Munsey's many charities has been the American Hospital in France, in which he takes a very keen interest and has endowed a ward.

Bruske Back with Power, Alexander and Jenkins

After an absence of nearly two years, during which he gave his principal attention to the campaign of the Harrow Motors Corporation, Paul Hale Bruske has rejoined the staff of the Power, Alexander & Jenkins Company, Inc., Detroit advertising agency.

To Handle Provident Life and Trust Co. Account

The Provident Life and Trust Company, Philadelphia, has appointed the John O. Powers Company, New York, as the advertising agency in charge of its account.

A RECORD

In 1918, Farm Implement News, the Tractor and Truck Review, carried more advertising in pages than in any preceding year of its 36 years' existence.

More volume in dollars and cents than ever before.

More cash advertising, display and classified, than any other publication in its field.

More tractor, accessory and equipment space combined than any other publication in the country.

This is the natural result of recognition of the fact that this publication reaches more tractor and farm equipment manufacturers and merchants than any other publication; that the bulk of its circulation is in the states where 70 per cent of all tractors are sold and where 90 per cent are manufactured; that Farm Implement News has been subscribed to for decades by practically all the large foreign importers of American agricultural machinery, including tractors.

FARM IMPLEMENT NEWS

The Tractor and Truck Review

700 Masonic Temple, Chicago, U. S. A.

TRACTORS

“In little Italian villages the big posters of Wilson are set up alongside the shrine of the Madonna, with candles burning to both” —

More Than a Million a Week

This is a sentence taken from Mark Sullivan's article cabled from Paris which will appear in the January 25th issue of Collier's.

In the article, "America Arrives," Mr. Sullivan tells of the power of the American president upon the peoples of Europe—and how that power was created.

Mr. Sullivan is abroad as Collier's special representative at the Peace Conference. If the cable comes through in time, his next article will appear in the February, 1st issue.

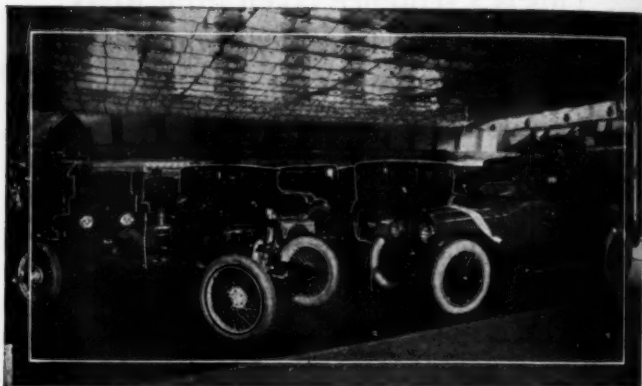
Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

52 *Year*
More Than a Million a Week

The Baltimore Automobile Show Will Be Held Feb. 18-22, 1919



View in the Fifth Regiment Armory, Baltimore, where the Annual Automobile Shows are held

THE Baltimore Automobile Show is more of an advertising event than either the New York, Philadelphia or Chicago shows, judging from the advertising carried in connection with them by the leading papers in these four great cities.

The leading Philadelphia newspaper carried 52,465 lines in its 1918 show number. The leading New York paper carried 28,636 lines and the leading Chicago paper, 65,104 lines. Nearly 20,000 lines ahead of the next highest Baltimore paper, The Baltimore NEWS led all four of these great fields with 66,870 lines.



Q Aside from its overwhelming choice among local dealers, your advertising in the Baltimore NEWS Show Number gets thousands of additional, interested semi-permanent circulation through the reproduction in booklet form of the entire automobile section, reduced to attractive quarter-size. For the guidance of those manufacturers, distributors, dealers and advertising agents who would like to refresh their minds on Baltimore Automobile Show advertising, we have a limited number of show number booklets left from last year and the year before, copy gladly sent upon request.

For MORE Maryland Business CONCENTRATE in

The Baltimore News

The only daily newspaper in Baltimore which gained circulation in December

December Average Net Paid Circulation:

	Daily	Sunday
1918	97,620	96,255
1917	89,763	89,089
Gain	7,857	7,166

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Have a web
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

"Profitrunk" Cuts Cost of Small Town Selling

Thirty Trunks Sell Children's Garments for Kaynee Company in Towns of 2,000 and Under

By Frederick C. Kendall

ONE of life's little perplexities that brings wakeful nights to many tired manufacturers is the high cost of selling in towns small in population and limited in buying capacity, yet which present a market too valuable, in the aggregate, to be neglected.

National advertising imposes numerous obligations, not the least of which is intensive distribution—unless a considerable slice of circulation is to be forfeited. It is getting this distribution in the myriad tiny towns and hamlets with which our fair country is dotted, that sometimes causes otherwise resourceful sales managers to throw up their hands in despair.

Confronted with just such a problem, the Kaynee Company, of Cleveland, maker of boys' shirts, rompers and children's washable garments, has established an auxiliary selling force that concentrates on the rural market, makes calls at different towns at a cost of a dollar per stop, and without personal supervision returns first orders averaging \$87.50 each. And the remarkable thing about this sales crew is that members run up no staggering traveling accounts, and have never yet been known to wire at the end of the month if their salary checks were a half-day late.

This supplementary sales force consists of thirty trunks, each with a definite route to cover and each with an estimated sales quota to achieve.

One day, a year or so ago, a Kaynee salesman complained that he was expected to visit the red-tack prospects on his territorial map. His route was hardly too large, but it was difficult to do justice to the big buyers and still interview the clothing merchant

and general store in towns of 2,000 and down. Moreover, it was expensive. "What we fellows need," remarked this salesman casually, "is a trunk to go round and line up the little guys—something to show samples of the stuff they need in the small burghs. Then we won't have to lug along our heavy sample cases and cause our expense accounts to rocket skywards."

The suggestion—half serious, half jolly—was overheard. And after much hammering and experimental carpentry work, the Kaynee "Profitrunk" blossomed forth in shape somewhat similar to the present. Rehearsals were conducted on five-stop journeys, suggestions obtained from retail merchants and improvements made after each performance.

The trunks are constructed from heavy composition board, designed in the style of the mid-Victorian family album. On the left hand side of the page—there are twenty leaves in each album—is firmly sewed a complete garment. On the right hand page, sections of garments illustrate the range of patterns and colors. Each page is numbered to correspond with the accompanying guide book, and the process of ordering is simplified by a carefully-planned order form.

NOT MUCH LEFT TO CHANCE

Each trunk is designed to be as nearly foolproof as possible. It is not locked, so there is no key to be mislaid and delay the procession. And reports of petty pilfering are few and far between. There are no needless frills and flumdiddles inside to confuse the merchant and take his mind off the big idea—which is to buy. The trunk is conspicuously

labelled "Profitrunk" with a notice in giant-sized letters:

"I will be left in your store, as agreed, twenty-four hours. Please give me your careful and prompt attention. Lift me up on your counter and open me up there."

Because of this urgent injunction and because of its somewhat odd appearance, the merchant is not tempted to put it to one side for more leisurely inspection. His curiosity is aroused and he peeks inside. And then, according to tabulated records, his order follows within twenty-four hours, with only 10 per cent of cases involving delay.

The weight of each trunk is eighty pounds. Its dimensions are 18x25x8 inches, with the size of page 17x23. And, as already mentioned, the average order forthcoming totals \$87.50 with 74 per cent of the merchants who have requested its visitation, purchasing. Some of the orders mount as high as \$400—but more of that anon.

Now just how does this trunk operate? What is the system employed by which the net returns can be so accurately estimated beforehand? And how is it possible to keep the routing expense down to the low cost of a dollar per stop?

These are some of the questions asked by PRINTERS' INK of executives of the Kaynee Company, who generously replied to them in detail.

Routes of the thirty traveling Profitrunks are arranged to cover towns between 2,000 and 500 population, where because of transportation facilities—or lack of them—it costs too much for a personal salesman to call. These routes are laid out according to a map and tack system, which has proved the most efficient manner of scheduling trips. Each trunk is numbered to correspond with its territory and a monthly record kept showing number of calls, orders and other essential data. In developing a new route, forty or fifty towns—representing a six months' trip, including shipment delays—are picked out and the

most promising merchant in each town is solicited to request inspection of the trunk.

Usually this merchant is the clothier, but in the smaller places the shop that sells children's togs is merged with the general store. The first letter is forwarded under registered mail, the reason being that while every retailer gets stacks of two and three cent letters, those bearing the registered markings are scarce and suggestive of important things. A receipt is required which gives the office a record of safe arrival. The letter reads:

We promised to tell you about a new and novel selling idea which we have adopted so that the live small town merchant who seldom or never sees a representative of a manufacturer's line of boys' washable apparel, shall have the same opportunities as the city merchant.

A salesman in this line cannot call at a profit to himself, as the amount of business available in the small town is necessarily limited—because it has not as yet been developed.

Our proposition will bring to your store each season the Kaynee Profitrunk in which is packed our complete line so arranged as to make ordering very simple. You buy without the aid of a salesman—no hurry, you buy at your leisure. The Express Company delivers the trunk to you—leaves it twenty-four hours, and then delivers it to our Agent in the next town. (All at our expense.)

One Agent will be appointed in each town—you have the first chance. We will wait five days for a reply—if we do not hear from you at the expiration of that time, we will assume that you are not interested and will pass the opportunity on to someone else. The acceptance of this proposition by you will do much towards limiting the evil of the mail-order catalogue, and you will make it unnecessary for your town folk to go to that nearby town to satisfy their wants.

With this letter goes a folder illustrating the journey of the Profitrunk and showing the well-assorted contents. The simplicity of operation is emphasized, together with the fact that having finished its work and ready to proceed on its trip, the Express company will call without notification.

If no response is received to this first letter, two more of a series are mailed at intervals. Should no inquiry develop within a limited period, similar letters are written to the next best merchant in town and so on down the line.

Letters to possibly 500 prospects will be dropped in the mail bag at the same time. When the favorable answers are received they are sorted according to trunk territory numbers and a season's route of six or eight months planned. Request of trunk by a merchant implies acceptance of the Kaynee agency, and the acknowledgment explains to the merchant that the spring line is now in preparation and just as soon as the routes are definitely laid out, the agent will be notified of approximate date of the trunk's arrival—one day in

as you will find it a valuable help in buying.

The Profitrunk will be left with you twenty-four hours when the expressman will call for same and we request that you co-operate by having it ready promptly.

Two blank order sheets, a stamped envelope addressed to the office, and information card accompany this letter. The shipping along the route is handled direct by the Express company, which arranges details with its local agents by a system of letters, of which the following sample may be suggestive to other manufacturers:

Express Agent:

About January 31 you will receive from a trunk which is marked Kaynee Profitrunk. You are instructed to see that this trunk is delivered promptly to Nicholas Mercantile Company of your city, who are to keep it twenty-four hours.

Promptly at the expiration of that period, you are instructed to call for it, remove all old shipping tags, and then attach the enclosed shipping tags. (We use two in case one should be destroyed.)

After making sure these tags are securely attached, send by first train to William Powell of Glen Springs. All charges are to be prepaid and expensed to us at our Cleveland office.

Be sure and follow instruction closely. Fill out the enclosed card and mail same day trunk is shipped. This is for the information of the Shipper. If extra charge is made for delivery or pick up of trunk, pay same and expense back with express charges.

At the time the trunk leaves the merchant's store, he returns a card saying that it left in good condition. The card mailed by the Express agent to the Kaynee Company lists information of date and time received; date and time delivered to consignee; date and time picked up and shipped, and name of next merchant to whom forwarded.

At the office, each trunk has an individual record listing the towns it visits, the express charges of each stop, date of arrival and departure, date order received and amount of order. If a trunk does not produce its estimated quota at a half dozen stops, an investigation is immediately made to find out what's wrong. Is the type of merchant chosen as agent below



THE "PROFITRUNK" AS IT COMES TO THE MERCHANT

advance, so he can arrange to give the contents immediate attention.

When a trunk's route has been charted and it bids farewell to the factory, the first dealer is notified in this manner:

You should receive the Kaynee Profitrunk about (date) via American Railway Express Prepaid.

The Guide will be mailed so as to reach you a few days ahead of the trunk, which will give you ample opportunity to acquaint yourself with all the details of the proposition. Read it carefully and use it when going through the trunk,

the standard, or is the assortment of merchandise contained in the trunk not fitted to the requirements of that type of town? If the trunk is to blame it is brought back to headquarters and the contents—which are arranged on loose leaves—changed accordingly.

When the trunk reaches the merchant's store it is placed upon his counter and the catch pushed back. The trunk opens at page one, and the merchant turns to page one of the guide. Pages in the guide are printed, "This is page 1 of the guide, turn to plate 1 of the Profitrunk," etc. The printed guide gives complete information regarding sizes, assortments, colors, etc., and illustrates boy models wearing the garments referred to on each page and plate of the trunk. Everything is reduced to terms of utmost simplicity.

This is also true of the order blank which the merchant fills out and returns in a stamped envelope provided for the purpose. Separate spaces are ruled off for shirts, wash suits, blouses and rompers, creepers, etc. The retailer indicates the style, lot number, price and size. Only in few cases are items returned for explanation.

A big advantage of the Profitrunk to the small-town agent is the fact that he doesn't feel he is being importuned to buy. Because of this he often purchases more generously than if the salesman were at hand to prompt him. There is no one in a hurry to catch a train, and the merchant can give plenty of thought to making up his order. The trunk is the greatest exponent of the art of silent salesmanship.

By means of a chart which estimates the number of boys in each community as being 14 per cent, the Kaynee Company finds it is able to suggest to the retailer how well-assorted an initial order he should place. In fact it is the perfection of all the often-overlooked details of this kind that explains the unusual success of the entire plan.

There is no antagonism on the

part of the personal sales force, who get every credit for sales of the Profitrunk on their territories. Often the trunk develops customers who purchase in large enough figures to warrant personal calls—as when first orders come in totaling \$400, which means that with fill-in orders the merchant's business will amount to a comfortable annual sum.

Figuring a fifty-call trip with 74 per cent of sales averaging \$87.50, it will be quickly seen that a season's route of one trunk nets a total business of \$3,137.50. And in these days of high costs and soaring prices, such volume of trade at a traveling expense of \$50 is not to be sneezed at.

R. O. Eastman With Fuller & Smith

R. O. Eastman became associated with Fuller & Smith, Cleveland advertising agency, on January 6. He will be in charge of the research department. Mr. Eastman was formerly advertising manager of the Kellogg Toasted Corn Flake Co., Battle Creek, Mich. He left them in January, 1916, and joined the staff of Fuller & Smith, after which he organized the National Advertisers' Research, also of Cleveland.

Sales Manager for Garford

J. F. Bowman has been appointed sales manager of the Garford Motor Truck Company, of Lima, O., succeeding S. M. Williams, who has taken charge of the new highway development department of the Garford organization. Mr. Bowman has recently been identified with the Federal Motor Truck Company, Detroit, where he acted as director of sales for several years, and later with the Acason Motor Truck Company, also of Detroit, in the same capacity.

Grobe With Detroit Agency

Alfred J. Grobe, formerly with the Osterrieder Advertising Corporation, Chicago, is now with the Green, Fulton, Cunningham Company, of Detroit, as space buyer.

Mr. Grobe has had a long experience in the advertising and newspaper field. He was at one time on the Chicago Herald.

"Red Book" Opens San Francisco Office

The Red Book Magazine, Chicago, has opened a Pacific Coast office in San Francisco, in charge of E. H. Kimball.

"Concentration is the Nation's Watchword"

Philadelphia

Is the Third Largest Market
in the United States for

Jewelry and Watches

Births, marriages, anniversaries and festivities run into vast numbers in the "City of Homes."

There are about 400,000 homes concentrated within the city limits alone.

Silverware and jewelry trade-mark names that meant much to past generations will be forgotten, unless the point of contact is constantly maintained by you.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody reads"

The Bulletin

November
Circulation **482,935** *Copies
a Day*

The circulation of the Philadelphia Bulletin is larger than that of any other daily newspaper published in the State of Pennsylvania, and is the third largest in the United States.



785 Years

One of the pyramids was 785 years in the building, and was used only as a domicile for dead ones.

The Woolworth took less than two years in the building and serves the useful purpose of housing live business men and women.

The contrast is sharp. It illustrates the vast difference between ancient and modern engineering in both method and purpose. And points again to the fact that "engineering is the basis of all commercial progress."

2 Years



"Modern engineering, more than any other one thing, will equip our Country to hold its own in the world trade of the future and to win better, fuller life for greater numbers of our people."

—Collier's

Which is truth writ plain.

War has waked the world to the importance of engineering.

It has likewise wakened many manufacturers and advertising agents to the importance of engineering publications.

Truth is that recognition of the engineer's importance in the world's work is growing with amazing rapidity.

With this comes an in-

evitable increase in the power put into his hands.

So that, potentially, he is the biggest buyer in the world.

And the manufacturer who gets in front of him in the papers he reads for technical information is building solidly and for keeps.

The McGraw-Hill Publications cover the five major branches of engineering.

La Ingenieria Internacional (International Engineering) a new McGraw-Hill Publication, first issue March, 1919. Printed in Spanish and circulated in Latin America and Spain. Covering American engineering and industrial methods. Advertising limited to machinery and allied lines. Details on request.

McGraw-Hill Publications

10th Avenue and 36th Street

New York

Member of Audit Bureau of Circulations

Serve a Buying Power Aggregating

Billions of Dollars

Annually

Electrical World

Electrical Merchandising

Engineering News-Record

International Engineering

Chemical & Metallurgical Engineering

Power

Coal Age

American Machinist

Electric Railway Journal

Engineering & Mining Journal

"Running Wild"

There was a time when salesmen "ran wild."

They'd take to the road without an objective, hitting out right and left, scattering energy over wide territory, producing business at heavy expense.

They don't "run wild" any more.

A neatly arranged schedule wipes out wasted effort, keeps selling expense down to a minimum, and makes every move of the campaign 100% effective.

Same way with advertising.

Advertising is no longer given a mileage book and told to "hit the road and bring in business."

No. It is routed. It is scheduled. It goes directly to the spot where it is needed, and produces business at a minimum of expense.

Its work is concentrated, and it is not expected to take in too much territory.

When it is given too much territory, it breaks down, and what business it produces is at a heavy expense.

The advertising campaign in Chicago that has as a basis the 94% home circulation of The Daily News is routed, scheduled, and goes directly to the spot where it is needed—the city of Chicago and the 40-mile Chicago shopping zone.

No wasted energy. Concentration. It pays, whether the selling message is spoken or printed.

THE DAILY NEWS

First in Chicago

Selling Concrete Buildings by the Sampling Method

How the Turner Construction Company Demonstrates to Prospects Who Do Not Know What It Is Capable of Doing—

The Yearly Turner City

EVERYBODY, from the wart doctor to the manufacturer of huge steam shovels, has his individual method of sampling and giving demonstrations. The former, at his stand at the street corner, separates the freckle-faced boy from his wart, apparently without pain, even though perhaps with great danger of blood poisoning. And the salesman of the latter, selling steam shovels, and being quite unable to secrete one, for demonstration purposes, in his inside pocket, has found an incalculable boon of late years in the development of industrial moving pictures.

With the aid of a film and a projecting machine, such a salesman can show his prospect on the wall of the latter's office—requiring that he do no more than turn in his swivel desk-chair—exactly what the steam shovel looks like and what it is capable of, with pictures that move and show the machine actually at work.

There is a vast field of various types of demonstrations between these two extremes. For instance, your grocer used to find it very easy, when he sold crackers in bulk out of an open barrel, to give you a demonstration in the form of a sample. To-day, with the advent of package goods, this is not nearly so easy. For many years, until very recently when war conditions compelled Uncle Sam to take a hand with regulations as to the giving of samples, toilet goods manufacturers used such samples liberally. To-day one dentrifice manufacturer of whom we know sees the value of giving special attention to the sale of a special ten-cent size of his product in the ten-cent stores as being the method open to him of ready and reasonable sampling to the multitude.

But suppose your business was the erection of concrete industrial buildings. This was the case of the Turner Construction Company, whose widely-used slogan is: "Turner for Concrete."

WANTED TO SHOW TO PROSPECTS
WHAT COMPANY MAKES

This company felt the direct need for something readily available which could be used with the many officials and directors of manufacturing companies planning new factory buildings. What this company had to offer was not a commodity but a service or organization. And the thing which J. P. H. Perry, the manager of the company's contract department, felt the lack of was the ready acceptance by prospective clients of the fact that the company had not only big experiences at its back, but also a most versatile organization, and further that the company stood head and shoulders above most of its competitors as far as the amount of concrete construction went which it had been handling every year.

But it was impractical, of course, to take such prospects to see even a small fraction of these buildings which the company had constructed. It would have required the expenditure of time in travel, which few such prospects had to give. Finally Mr. Perry had an inspiration. He conceived a way out of his difficulty, a way which has been followed now for several years with highly satisfactory results.

"I happened to be up on top of the Singer tower just after it had been opened," says Mr. Perry. "They were giving out pictures taken looking toward the four points of the compass, showing the view from the tower. These pictures had been redrawn from

photographs by an artist who makes such work his specialty.

"I got to wondering why I could not have some artist make some such panorama picture showing all of the buildings which Turner had built. The result was that I actually went about such a picture. The finished result we still use and call it our "Nine Year Turner City." It was issued in 1911 and showed all the structures which we had put up in the nine years previous.

"As a means of quickly showing a prospective customer who we are and what we have done, we have never found anything to beat these pictures. They can tell in a glance what our best selling representatives cannot adequately tell in hours of conversation. With all of the series of Turner Cities to show, and especially the yearly ones, we have most effective ammunition always ready at hand. It doesn't even necessitate that a salesman present it, because it



ONE YEAR'S "TURNER CITY"

"This original drawing cost us originally about \$800. It has paid for itself many hundreds per cent. We had many reproductions made of it in the semblance of original photographs. These we have distributed widely to manufacturing officials and directors planning or apt to plan new concrete buildings.

"Later we had another picture showing all of the buildings constructed between the first picture and the year 1916. Later we put out a picture showing only the Turner buildings of the year 1916, and still another of the year 1917. It is now intended to get out these Turner City pictures annually and we believe they make an impressive showing—one which makes a quick and satisfactory impression with any man who does not happen to know much of us, if anything.

can go through the mails and tell its story itself.

"No business executive, never mind how big he may be, can fail to be impressed with the 1916 and 1917 Turner Cities. When he stops to realize that this company in one year has done all of the work which either of these pictures represent, it certainly creates a confidence in the ability of the organization to handle adequately any concrete building undertaking, or for that matter any construction undertaking."

This is the company's method of demonstrating or sampling, whichever you wish to call it. And it may suggest some such method applicable to PRINTERS' INK readers in other lines of selling which are quite as difficult to demonstrate.

But it has not been here that

the value of these pictures has ended. In addition to the indispensable aid which they have been in mail and personal solicitation, when landing building contracts, they have been a means of solidifying the good will of past clients. Every year the picture is sent to the officials and directors of every business represented in it with new buildings, together with a letter which opens something as follows: "You will recognize the building we erected for you in the picture enclosed herewith." The man will find it. He will know the size of his company's building there represented and with that as a measure, will gain a splendid idea of the immensity of the year's work of his contractor. Also he will experience some pride to be represented in such good company.

And there has been still another benefit which has been derived from the pictures. It has been the use to which building material dealers and sub-contractors who

do much work for the Turner people have put them.

For instance, the Barrett Manufacturing Company, whose roofings have been extensively used on the buildings we construct, ran nearly \$20,000 worth of advertising in May and June of this year reproducing the concrete city of 1916 and making reference to the great number of Barrett roofs on the buildings shown.

The Detroit Steel Products Company published a little booklet entitled: "Turner for Concrete—Fenestra for Steel Windows." Ten thousand copies were sent to its trade. The booklet has a similar tie-up. The text of the booklet frankly starts out: "This little booklet is a testimonial to our good friends, the Turner Construction Company, of New York."

The Ransome Concrete Machinery Company and the Wyoming Shovel Company have been two others who have been glad to advertise in a similar fashion.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Company Stores Quit

Stores Operated by Interborough Rapid Transit Co. of New York Fail to Win and Keep Trade—Despite Lower Prices, Employees Deal Elsewhere. Why?—Boy, Page Mr. Hawkshaw, Please

THE chain of co-operative stores established by the Interborough and New York Railways to lower the cost of living for their employees, has locked its doors never to open again.

Despite a promising start, the experiment of the company ended in failure. Employees were cold to bargain rates and shopped elsewhere. Company officials, while willing to face a reasonable deficit in maintaining the stores, decided they were losing more money than justifiable. And so the stores were shut, and December 30 and 31 the huge stock of groceries, canned goods, jellies, jams and baking powders, valued at \$150,000, was auctioned off to the highest bidder.

When on March 12, 1916, the first shop was opened at Forty-ninth street and Eighth avenue, workers thronged the sidewalks waiting to get in. Sales for the first day were estimated at \$1,500, and soon after two more stores were established. Each carried the highest grade merchandise, the stores were spotlessly clean, and up-to-date in every respect. Salaries of grocery clerks and butchers and the upkeep of stores were paid by the company, which claimed in this way to be able to reduce the cost of foodstuffs to employees not less than 30 per cent.

Yet the stores failed.

Rigid investigation of the mystery seems to indicate that failure was due to several things—but the reasons are largely conjectural. Many of the employees are single men. At first they possibly bought at the lower prices for friends. But later it became monotonous and they quit. A majority of the married men didn't care to take time to do their family shopping, so as a last resort, free transpor-

tation was furnished to the wives. But a careful check-up indicated that while most of the office people bought through the co-operative stores, toward the end only about 5 per cent of the workers on the street lines, elevated and subway purchased through the company—and these were the people officials were most anxious to benefit.

The stores sold the highest grade foodstuffs, and in order to stimulate purchasing, even went so far as to demonstrate. An incident is related of a comparison between contents of a can of tomatoes sold at the company's store and one purchased on the open market at the same price. The brand sold by the co-operative stores contained three whole tomatoes, while the brand bought at a local grocery shop contained less than one whole tomato, the remainder of the contents being mostly water. Yet employees traded elsewhere!

One official of the company attributes the demise of the stores to the fact that they were not able to make free deliveries and give credit—while the local stores sent their wagon cheerfully with the goods and waited until Saturday night for payment. Another explanation is given in the possible impression that the company was profiteering at the expense of employees, although price comparisons would prove the absurdity of such opinion.

And so, the establishments and their fixtures were recently sold, and when December 31 ushered in the departure of 1918, the mountain of foodstuff stocks, together with twenty tons of paper, bags and twine, was knocked down to the most enterprising cash customer, as the auctioneer called, "Going, going, gone!"

Effective Window Display Idea

An enterprising druggist of Camden, N. J., used a growing rubber plant to help a display of rubber gloves, so indispensable in every household. On the branches of a healthy rubber plant he suspended many pairs of rubber gloves, with a sign reading, "a rubber plant and its fruit."



***The
Pinnacle
of
Art***

Color advertising in THE PEOPLE'S HOME JOURNAL is attracting expert attention. Our ultra-modern equipment is setting a standard for artistic excellence that is difficult to approach and impossible to excel.

Twenty-four national advertisers recognizing this fact have already contracted for color representation in THE JOURNAL during 1919.

It is a masterstroke of advertising strategy to secure at one and the same time the highest color effectiveness combined with a distinctive market and an All-the-Family appeal.

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family

A Letter from The Ethridge Association of Artists to one of its Clients

Dear Mr. —:

We believe you will be interested in a Man and a Service we have just made a part of our organization. He specializes in the preparation of booklets, catalogs and direct-by-mail advertising of all kinds.

Mr. Davidson is a rare combination of intensely practical things—

He makes his own sketches—is an artist in his way.

He is creative—plots out and plans the REASON for printed matter.

He is an experienced writer on advertising subjects and is thoroughly competent to prepare text.

He knows paper . . . grades, stocks, colors, costs, economical cutting, etc.

He can figure costs on jobs and give swift, reliable on-the-spot advice.

He has had direct experience IN a printing house and is an expert counsellor on the subject.

For our part, we think such an-all-round man is a distinct "find." It isn't very often that ALL of the essential qualifications are discovered under one mental roof. Frankly, Mr. Davidson is the FIRST man we have ever encountered who possessed this broad experience.

It means that he can visit you and your plant, and take COMPLETE charge of a printing problem, from the laying out of the dummy—THERE—under your own head supervision, to the writing of text, composition of pages, typography, selection of paper, number of colors, and the actual figuring of costs. And finally, Mr. Davidson personally supervises the PRINTING and delivery.

We know you will grant that this service can relieve you of much detail and personal worry and annoyance. You are dealing with a man who can, AT ONCE, answer any question and assume any responsibility.

Mr. Davidson comes to you and your place of business—he remains until he places in your hands, complete, an O.K.'able dummy. It is all done quickly, expeditiously and with minimum effort. We particularly stress the fact that this man is CREATIVE, both as to illustrations and reading matter, entirely aside from the mechanics of Printing. His mentality will match yours in exactly the right spirit.

We suggest that Mr. Davidson visit you at an early date and prove conclusively that he is capable of shouldering a great many of the burdens that have kept you from far more important considerations.



THE ETHRIDGE ASSOCIATION OF ARTISTS

New York Office
25 East 26th Street

Chicago Office
220 So. State Street

Bunkoing the Mail-Order House

What the Mail-Order Advertisers Have Done in Self-Defense

By Helen A. Ballard

WHEN a prominent New York mail-order house manager was credit man for one of the big Chicago houses he became familiar with certain names on the list because they were continually coming up in the same way, and always that way was a claim of some kind against the company. In many cases no record could be found of the order on which the customer claimed an adjustment was due her. This set him to thinking, but it was not until he had left Chicago and had come to New York, where he affiliated himself successively with three other mail-order houses in an official capacity, and found that many of the same people over the country were making the same adjustment claims of these other houses that he decided that it was time to put a damper on the mail-order bunko game.

The only way to do it seemed to be to start a clearing house for would-be bunkoites. So this man, now general manager for one of the big New York houses, consulted the managers of the leading mail-order houses and laid before them a plan, with the result that an association for the protection of its members against fraud was formed and his concern was made the clearing house.

This was done two years ago. Since that time the houses in the association send to the clearing house a monthly list of their customers who have been proven guilty of attempting to defraud them, with a notation as to the particular kind of fraud attempted. Each house is very careful about investigating all such claims so that no name is ever entered on its lists of questionable claimants until it has been up on three bogus adjustment demands.

When the list is received by the clearing house it is carefully checked up with the master list

which that concern keeps, and unless there are complaints from other houses in the association the name is not put on the master list, but is kept in a suspense file. As in the case of the individual houses, there must be three counts against the customer in the clearing-house suspense file before the name is finally added to the master list. Once a month the new additions to this list are sent out to the houses in the association and are added to their lists, but even then no house refuses to deal with a customer until he has been found to be guilty of the same fraudulent claims against that particular house.

HOW ASSOCIATION MEMBERS KEEP TABS ON BUNKO ARTISTS

Each house uses the same system, a system agreed upon in conference together. A metal clip, called the "high sign" is used on all cards of customers who have been reported as questionable, and if there is any irregularity in the order, money short, claims of returned goods or other difficulties, the case is brought to the one in charge of the list who orders the shipment held up pending an investigation. No one in the card-filing department except the one in charge of the list has any idea of what the "high sign" really means. The customer is protected in every way and given the benefit of the doubt to the last shred. It is in no sense of the word a black list.

One or two of the mail-order houses whose shipments are so heavy that they are sent mostly by freight or express—which gives them the protection of a receipt—have dropped out of the association, but most of the houses are now members of it. There are now 3,000 names on the master list, proof positive that the mail-order customer is given every

chance to prove himself worthy of trust, for these mail-order houses number their buyers by the hundreds of thousands.

Geography is accountable for a great many of the customers' sins. It is so easy if one resides where three States corner together to jump from one State into the other, and send letters from the nearby towns. To one not very familiar with his geography an order received from Mary Jones in Rock Island, Illinois, and another a few weeks later received from Mary Jones in Davenport, Iowa, would not seem significant, but when the Mary Joneses in Rock Island, Davenport, Moline, and several other adjacent towns begin to send in requests for a refund on goods claimed to have been returned that have never been received, the head of the adjustment bureau begins to feel that the world is full of complaining Mary Joneses.

Then begins the investigation and an interesting rapid fire of correspondence takes place between the mail-order house and the various individuals by that much encountered name. It must be rather expensive in carfare and postage for Mary Jones to hop about from General Delivery to General Delivery of the various postoffices as she is compelled to do to keep up with the answers to her complaint correspondence. This game seems so much the sole occupation of some people, judging by the correspondence from the different nearby towns that comes in that such customers have earned the name with some houses of "returned goods workers."

OLD METHODS, BUT HARD TO DETECT

There is also the "bogus check worker" who travels about all over the country, manages to get hold of blank checks on banks where she never had an account, sends in orders, moves on, sends another check under a different name, doubles back to get the goods ordered at the first place, and moves on again, keeping up the game until her handwriting

and similarity of methods expose her and she is brought to account.

It is a strange thing that, although there are a variety of ways of bunkoing the mail-order house, the customer almost invariably keeps on trying to work the same proposition until she establishes a record for it. The same persistency in any legitimate line of endeavor would undoubtedly win success against even the greatest odds, but the undesirable customer fails to recognize the fact.

Besides the "returned goods worker" and the "traveling check writer" there is the customer who claims that she has never received merchandise ordered and that, since she cannot wait longer, she wants her money back. In many such cases the house fails to find any record of goods ever ordered by the customer. There are other cases where the order with full payment has been sent in, but the house, living up to its guarantee, is obliged to make duplicate shipment.

Some calloused souls, knowing that a mail-order house always agrees to take back at its own expense any unsatisfactory goods, do not scruple to wear shoes or a suit or other garment a year, till it is faded and threadbare, and then return it with a request for credit or cash refund. There are customers who make it a point to send in an order with a small balance due, for the house never holds up such an order, and then forget to make the required remittance to close the transaction. And so it goes, down the long gamut of mail-order bunko ways, but the most favorite ways are the claims for cash remittance on goods not received, and the duplicate shipments that the houses are forced to make when it is goods and not money that the undesirable is after.

The greatest offenders in this game of get-what-doesn't-belong-to-you are women. Perhaps that is why so little versatility is shown in their business methods.

But the mail-order house managers say they are convinced that most customers do not deliberate-

Do you give your printer a chance to give you all that you pay for?

YOU pay your printer willingly for expert service of layout man, make-ready and pressman, but do you sometimes stint on the very item which makes them of any value—the paper? All the care, all the attention, all the skill which you pay for may be wasted if the paper you prescribe is of uncertain quality. You can't print fine engravings, carefully arranged type, on cheap paper and expect to get a good job.

Warren's Standard Printing Papers, by a consistently unvarying standard of press performance, reward with better printing every effort of engraver, pressman and master printer.

The standardization of Warren's Papers gives them the quality of showing every effort the work-



men put into their work. You pay for the workmen's efforts. Are you going to see what you pay for?

Before you definitely decide on your next catalog, send for the Warren Suggestion Book. Study the striking effects you can obtain by selecting the proper engravings and paper.

Notice how each Warren Standard Printing Paper forms the basis for better printing. All are produced to furnish the medium on which both the advertiser and the printer can place complete reliance.

For any Book-paper printing job there is a Warren Standard more suitable than if made to order. To show how each of these fills a definite printing need, the Warren Suggestion Book has been prepared. The book will be sent on request to buyers of printing; to printers, engravers, and their salesmen.

S. D. WARREN COMPANY, BOSTON, MASS.

"Constant Excellence of Product"



ly attempt fraud at first. They discover by accident that it can be done. For instance, a woman received a refund on a blue silk dress that she has written a complaint about, but has not yet returned. This opens up the temptation to repeat the experience, which she does, and finally she develops into the "returned merchandise worker." Some customers even stay honest with one or two houses and "work" one or two others. Customers have even resorted to sending packages of rags, papers, or other worthless stuff in order to get an insurance receipt to establish claims. Many frauds are brought to light through Post Office Inspectors.

One woman carried on a series of returned-merchandise claims, receiving cash and merchandise adjustments until she was caught and confessed, offering to pay \$5 every two weeks until the debt she owed the house had been cancelled, a matter of something over \$20 in this particular case, though many run much higher. But when she had paid \$10 she came back with another fraudulent claim. On a refusal to ship the goods and a threat from the company to report her to the postal authorities if she did not continue the payments regularly as agreed to by her, she dropped out of existence and has never been heard from again.

FAKERS TRY GAME OF BLUFF

Generally the customer old at the game tries to intimidate the mail-order house, refers sarcastically to the inefficient business methods of the concern, intimates that some employee is doing the bunkoing, mentions quite casually the fact that she is fully protected by the postal authorities and could seek redress through them, but prefers to have the house make adjustment quietly without exposing it. Other letters give flagrant evidence of the ignorance of the personalities behind them, and the unmistakable signs of the fraudulent claims badly put forth, but unless the name is on the list of questionable customers for the

individual house as well as in the master list sent out from the clearing house, these long-suffering mail-order houses continue to fill orders for goods where remittance is short, and to make refunds on goods that have never been received at the return desk, and in a host of other ways to carry on an involuntary charity activity.

No matter how clever a customer may be in her bunko methods there is always some weakness which gives her away. For instance, a customer always claims that she bought the goods some weeks or months earlier than the date of her letter. She looks up the catalogue number of the garment she claims to have returned, she may even be consistent in her demands—though some of them fail to keep copies of their former complaint letters and consequently tell varying tales of the transaction on which they claim an adjustment, but she fails to remember that *the catalogue was not out* at the time she claims she made the purchase.

One woman claimed an adjustment on a sealskin coat, stating that she had paid five cents insurance and twelve cents in postage on the coat when returning it, when in reality the postage would have been forty-five cents and the insurance on a garment of that value more like twelve cents.

Not long ago one of the mail-order houses received an order from a woman in Seattle, Washington, with a perfectly good looking check in payment. The address given was only Seattle. That looked a bit queer, but the handwriting was good, the letter indicated an intelligent person behind it, and as many orders that are legitimate come in a letter giving only General Delivery for an address, the check was accepted and the goods shipped. In due time it came back from the bank marked "No funds." They wrote to Mrs. Gardner, the woman who had sent the check from Seattle, telling her of the returned check and threatened to turn the matter over to the Post Office Depart-

ment. In short order came a letter back from a Mrs. Johnson in Yakima, Washington, saying that she had recently had a very unusual experience. That a short time ago she had met a casual acquaintance who was hurrying to catch a train. That this acquaintance had asked her if she might have mail forwarded to her, Mrs. Johnson, to look after till she returned. That when a letter bearing their return address came, forwarded from Seattle, she thought it might be something important and opened it that she might know whether to hold it or forward it to her friend. That she was much surprised at the contents of the letter, and assured them that she did not know the woman well at all, but had not supposed she would do anything of the kind, and that she would bring the matter to her attention when she returned or forward the letter to her when she received Mrs. Gardner's address. The story was a very good one, but Mrs. Johnson did not know that the one she was writing to in New York might be aware of the fact that the two cities are but a short car ride apart, and she did not take into consideration the fact that such houses make it a point to keep a handwriting expert at hand for just such cases as hers. She was easily identified as Mrs. Gardner herself, and informed of the fact, whereupon she begged for mercy and cashed up.

The clearing house is protecting the mail-order house in many ways for the "high sign" gives the signal to investigate before adjusting, and thus many suspicious looking checks are put through before goods are shipped, requests for cash on returned goods are held up pending the receipt of the goods, and in other instances frauds are now caught before the house has suffered loss.

Wagon Manufacturer Increases Campaign

The Thornhill Wagon Company, Lynchburg, Va., is using pages in national and sectional farm papers. It is stated that the campaign is the largest that the company ever conducted.

Officers of Lincoln Highway Association

At the annual meeting of the Lincoln Highway Association, which was held in Detroit December 30, the following officers for the year 1919 were elected: F. A. Seiberling, president Goodyear Tire & Rubber Company, president; Henry B. Joy, vice-president; Roy D. Chapin, president Hudson Motor Car Company, vice-president; Carl G. Fisher, vice-president; H. C. Osterman, vice-president; A. F. Bement, vice-president and secretary, and Emory W. Clark, treasurer. The board of directors remains as in 1918, with the addition of Alvan Macaulay, president of the Packard company, as a member, subject to his acceptance of the post.

W. B. Cherry Vice-President of Genesee Motor Co.

Walter B. Cherry has been elected vice-president of the Genesee Motor Car Company, Syracuse, N. Y., handling Cadillac Motor cars in ten central New York counties, with branches at both Elmira and Watertown. He will assume his new duties at once, and will have direct charge of Cadillac sales and advertising in the Central New York territory.

Mr. Cherry resigned recently as advertising manager of the Merrell-Soule Company, Syracuse.

Barnett With "Export American Industries"

A. C. Barnett, who recently resigned as vice-president and general manager of *La Hacienda*, Buffalo, N. Y., on January 1 became western manager of *Export American Industries*, New York, with headquarters in Chicago.

Ray Van Tuyl Warman and Marcel Hùe de la Colombe are also now associated with *Export American Industries*, the former as sales manager and the latter as editor of *L'Amérique*, the publication's French edition.

Appointments by Rogers-Brett-Baker Company

John I. Gillespie, formerly with the International Sign Company, and previously with the R. O. Eastman research bureau, has joined the Rogers-Brett-Baker Company, advertising agency, all of Cleveland. He will be assistant to Mr. Baker, managing director. Caryl Hopkins Slocum has become head of the agency's art department.

G. H. Snyder With Meyer Both & Co.

G. H. Snyder, for some years in the advertising department of Alfred Decker & Cohn, wholesale clothiers, Chicago, has joined the staff of Meyer Both & Co., Chicago, artists and engravers.

Concerning "The Iron Age"

In the first issue of 1916, in comment on the sixtieth anniversary of THE IRON AGE, it was said that the prestige of this journal was as much due to the splendid constituency that had read it and had faith in it through three score years as to those who had been directly responsible for its conduct. With no assumed modesty concerning the part THE IRON AGE has borne in building up the great industries it represents, we say without reserve that this has been in large measure a reflex of the character and the genius of the men who have made those industries what they are. The same thought is evidently in the minds of those who have the habit of calling THE IRON AGE an institution.

The present Annual Review Number is a fresh illustration of what was pointed out three years ago. To be more specific, we know of no other issue of a technical or business journal, or of any periodical in whatever field of which it could be said that no advertiser had been specially solicited to take space in it.

Four months ago, when ordinarily plans for the first issue of 1919 would have been set in motion, the country was at war. THE IRON AGE had freely given its pledge to the Fuel Administration to restrict to the largest degree possible its use of white paper. In keeping with the spirit of that pledge, it was decided that no effort would be made to increase the number of advertising pages in this issue over and above the space called for by the contracts of regular advertisers. Not only was there no solicitation of firms not regularly advertising in the paper, but, departing from the custom of years, there was no solicitation of contract advertisers to enlarge their usual spaces. But for the adoption of that policy, the size of this issue easily could have been increased by 250 to 300 pages.

The point we would make is that this issue of THE IRON AGE, larger with but one exception than any that has preceded it, is more an expression of the eminence and incomparable vitality of the iron and steel and metal-working trades than of any calculated effort of the publishers to make a prodigious number and establish a new record. We are well aware that

the size of THE IRON AGE has been a matter of widespread comment, most of it friendly and appreciative. In the midst of the war the suggestion came that a publication of such physical proportions was too great a consumer of paper. But that criticism entirely overlooked the fact that a specialized journal may effectively and fully cover a field and yet use but a fraction of the paper required for a city daily—the numerical comparison being represented by 16,500 to 17,000 copies on the one hand and by several hundred thousand on the other.

Great industries demand a great paper. That in a nutshell is the situation as to the size and prestige of THE IRON AGE. From a small beginning it has grown, as the output of iron and steel and of all their widely ramifying products has grown. The development has been a typically American one, in which THE IRON AGE and its thousands of friends have a right to take pride. As the paper goes out week after week to every corner of the earth, we submit that it is an impressive exhibit of the strength and enterprise of the American iron industry and of the hundreds of industries based upon American iron and steel. Not only so, but for many years it has been an integral part of the American propaganda for the sale of iron and steel and of metal-working machinery in the markets of the world.

In all the 63 years, the founder of this journal and those who in succession have maintained his ideals have put the interests of their readers foremost. If advertisers have steadily multiplied—more than 1950 being on the list to-day—it is because they have found that the best served readers in any industrial field are the ones whom it is most desirable to reach. THE IRON AGE has no entangling alliances with any group of interests, either producers of iron and steel or manufacturing consumers. Its editorial independence is an honorable tradition, as is its impartial handling of market questions involving sellers and producers on the one hand, and on the other hand buyers and manufacturing consumers. Its unvarying aim has been to serve to its full power, without bias or favor, the whole army of American makers and users of the world's basic metals. The confidence it has had in return has been a challenge to greater effort and a constant spur to enthusiasm and enterprise.—*Reprinted from The Iron Age, Jan. 2, 1919.*

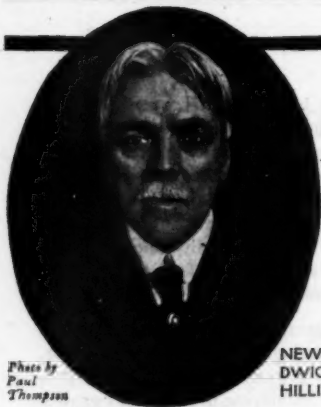


Photo by
Paul
Thompson

NEWELL
DWIGHT
HILLIS

*LOOKING
FORWARD
with
McCLURE'S
and
its Authors*

7

"REPOPULATING THE EARTH"

UNDERLYING the business problems rising out of the war are certain grave social questions. Tens of millions of the world's youngest and strongest men have been killed or maimed. How will the nations replenish the human wreckage of the guns? Germany, to regain her man power, shows signs of making the moral law another "scrap of paper." How will America and her Allies react to this sinister influence? Such vital questions as these are answered by Dr. Newell Dwight Hillis, the famous pastor of Plymouth Church, Brooklyn, in a thoughtful and deeply interesting series beginning in February

McCLURE'S

How Much Should the Average Family Have to Spend?

The Conclusions Arrived at in a Memorandum to the National War Labor Board Are of Direct Interest to Advertisers

THE solution of the labor problem hinges upon the ability of employers to reconcile wage standards with modern standards of living. But the business man finds singularly little information that goes to the heart of the subject. Especially scant are facts about recent increases in the cost of living.

It is a pity that every business man cannot have on his desk a copy of a "Memorandum on the Minimum Wage and Increased Cost of Living" which was prepared a few months ago for the confidential use of the members of the National War Labor Board. This great labor tribunal, headed by ex-President Taft, had this matter compiled for its own use and with no thought of making it public.

PRINTERS' INK is able to give to its readers the principal disclosures of the Labor Board's Memorandum. Quotations as they appear in this article are from this "interior" administrative document. It may be of interest to tell from what sources the War Labor Board's compilers derived this information. They relied chiefly upon the reports of the United States Bureau of Labor Statistics. The Railroad Wage Commission's report was found valuable because it gives figures covering a two-year period for all sections of the United States. Wholesale and retail price lists formed one reference group. Certain special studies were taken into account, for instance, those made by the University of Washington and the Bankers' Trust Company of New York. Bradstreet and Dun were used to a limited extent.

Of the conclusions arrived at for the National Labor Board four important points stand out. These are:

"1. Changes in the cost of living should not be based upon food prices alone, but upon all the items of a budget.

"2. Retail prices should be the basis of measuring increases in cost of living, as wholesale prices fluctuate more widely than do retail prices.

"3. In getting a single figure to represent the increased cost of living from year to year, it is not best to combine the various items into a single average, but each item should be weighed according to its importance in the budget, and then averaged into classes, such as food, clothing, etc. These large classes of items should then each be weighed and averaged into a single number representing increases.

"4. Sundries and clothing are most difficult to get accurately."

BASIC FACTS THAT HAVE BEEN ESTABLISHED

Looking back upon the experience of this country during the past four years there stand out certain facts that are considered especially important. These are as follows:

"The cost of living has risen between 50 and 60 per cent for the United States as a whole from January 1, 1915, to June 1, 1918.

"Prices did not begin to rise appreciably until the closing months of 1915; then they mounted steadily and rapidly. Over much of this period they rose at the rate of 1.5 per cent a month.

"Certain prices, like rents, insurance, car fare and amusements are likely to rise later than foodstuffs and clothing. Manufactured articles rise first, followed closely by raw materials.

"The variations in rising prices by size and by location of towns and cities are very slight, indeed."

One of the significant tasks un-

dertaken by the advisers of the National Board was the working out of an "ideal budget" for the family of a wage earner. In arriving at this analysis, the specialists shot to pieces a budget that was submitted in recent arbitration proceedings by R. G. Sharp, an attorney for the Puget Sound Traction, Light and Power Company and the Tacoma Railway and Power Company. Mr. Sharp had allowed \$200 as a sum sufficient to provide clothing for an entire family and divided it among four people—husband, wife and two children.

To this the Examiners for the Labor Board object by comment in the memorandum as follows: "To take an arbitrary sum as the cost of clothing and then divide the items which are properly considered as a part of family clothing, so as to come within that sum, is wholly unfair. We claim that the only fair method of determining the cost of family apparel is to consider item by item the things necessary, and after the items have been agreed upon, and the fair prices ascertained, then total the cost of the items. The result will be the fair sum to be allowed."

A criticism of another suggested budget allows room for sentimental consideration: "It does not provide for an Easter bonnet, an Easter dress, or any of the items dear to a woman's heart." Objection is also made to the disposition in certain quarters to take four instead of five as the family unit in figuring cost of living and justified wages. The endorsement on this point is: "We contend that a family of five is the proper unit, and that to limit the family budget to a family of four, or a family of three, is establishing a principle that is not for the best interest of our country."

In connection with the discussion of budgets in the Seattle-Tacoma district where an especially close study of the subject has been made we find in the Labor Board's memorandum a notation as follows: "How rarely do we ever associate the employee with profits

over the necessities of life? How rarely do we ever contemplate the business man apart from his profits? 'How is business?' is the usual salutation. Around the word 'profits' are centered the very lives of thousands of Americans. Profit is the amount left in the hands of the business man after the costs of doing business have been paid. Profit to the employee is the amount of his wages left in his hands after paying all the costs of living. If the employee is not to be a charge upon the State when he reaches the point of incapacity as the result of age, he must have profits."

CARE IN MAKING AN EQUITABLE BUDGET

All through the memorandum are found notes, quotations, etc., that indicate sympathy for the theory that, in basing wages on the cost of living, consideration must be given to items other than bare necessities. Thus, an allowance of \$6.20 per year for tobacco has been added to, in the case of one family budget, by the same amount for the wife for ice cream, candy, etc. There is seeming endorsement for such budget items, in specific cases, as \$12 for newspapers and magazines; \$12 for musical instruments, including music; and \$6 for toys for children. Dues to churches and fraternal societies are likewise accounted worthy of recognition.

One interesting point brought out in the mass of information gathered together for the guidance of the National Labor Board is the menace to an employer's interests through physical incapacity induced by too low a wage. All the statistics show that as incomes increase expenditures for care in sickness increase and this has suggested the suspicion that among the poorer families the expenditures that are made for this purpose are probably inadequate and the result is doubtless detrimental to the health of the workers. There is also a hint of a challenge for the popular statement "Most people eat too much."

Business men will take interest

The volume of advertising scheduled on Jan. 1 for Leslie's for the year ahead is **practically double** the volume scheduled at this time last year for the year ahead. (Both lines and dollars.)

That is, nearly double the largest Jan. 1 advance scheduling of advertising in Leslie's history.

And the whole year 1918 was the best of Leslie's 63 years.

Again quoting E. H. Gary:

"I predict that the next five years, in this country, will be the most progressive, prosperous and successful in our history; the results will astonish even the most optimistic of today."

Leslie's

Illustrated Weekly Newspaper

LUTHER D. FERNALD, ADVERTISING DIRECTOR
New York—Boston—Chicago—Seattle



In next week's Leslie's, Norman Hapgood, president of one of the associations fostering the League of Nations, vigorously presents his own and President Wilson's point of view of the movement.

in the statement made for the National Board's Memorandum by J. H. Lewis, of the Bankers' Trust Company of New York, a pioneer in the effort to adjust wages to the cost of living. Mr. Lewis has explained how his institution, in an effort to aid its employees to maintain living standards, avoided the "guesswork" represented in "salary bonuses." A committee of five senior clerks worked upon the problem of ascertaining living costs and the remuneration necessary to enable employees to maintain their usual living standards in the face of the derangements of the past few years. He says nothing that conflicts with the general deduction of the National Labor Board that in computing wages retail prices rather than wholesale prices should be watched, but he does point out that the Bankers' Trust Company has never been able to find any index of retail prices sufficiently broad in its scope to be acceptable as an indication of the trend of living costs, and that it has been necessary to adopt as a guide Bradstreet's index of wholesale price commodities, because this covers a wide range of articles and the records are available over a long period.

The investigators for the Bankers' Trust Company chose fifty-four commodities, all of which seemed to be essentials, and used these commodities in preparing an index figure upon which to base conclusions. During the first couple of years that the system of adjustment was in operation salary increases were made in full recognition of increased living costs, but in March, 1918, there was faced a situation under which the company could not be assured the continuance of its profits under changed conditions and therefore it was concluded that employees could not be relieved entirely in every instance from the common duty of retrenchment and reduced use of essentials. Out of this grew the flat percentages of salary increase which it is announced will henceforth be regarded as the maxi-

mum. In the case of the Bankers' Trust Company, revision of compensation to cover increased costs of living has no relation whatever to salary adjustments or to the pension system of the company. It is, instead, strictly a maintenance of ratio between cost of living and remuneration that is kept up to date by means of investigations at six-month intervals, each investigation covering the six-months' period that has just elapsed.

In the recommendations and suggestions submitted at the request of the War Labor Board by its Secretary no hard and fast endorsement is given to any budget, but seemingly the table that is looked upon with greatest favor is a minimum budget that resulted from studies of 600 actual budgets of shipyard workers in the New York district. This shows an annual total, for a family of five, of \$1,386. In this same connection the examiners for the National Board have brought down to date the budget of Professor Chapin, which has been for years accepted as standard, and they get, by this means, a total of \$1,395.

Plainly the advisers of the National Board favor what they term a "minimum comfort budget" rather than a "minimum health budget," but they point out that the minimum comfort budget (something above a mere subsistence level) has been rarely set by experts. The figures that are approved for a minimum comfort budget under present conditions give totals ranging from \$1,700 to \$1,760. This, it is emphasized, is for an average, every-day family. "Ideal wives" who waste no calories in food preparation are so rare that it is not considered safe to count on superior economy in household management.

Steamship Company Appoints Agency

The advertising of the Northern Navigation Company, Limited, of Toronto and Detroit, will be handled this season by the Advertising Service Company, Limited, of Montreal.

MARCH

Over the Top

40%

more advertising
than any March
in the past

The Delineator

TUNED TO THE PEOPLE

Already the motion picture industry has turned the greatest corner in business history. Even as the period of transition opens, its readjustment from war to peace has been effected. The other great American industries, among which it ranks as fifth, are just beginning.

"But the motion picture," you will say, "is different." You are right. No other industry in all the world has made a product so perfectly attuned to human needs. Throughout the war it gave the people what they wanted. It pictured for them the history their men were making.



And then came peace. And the motion picture—the industry of, and by, and for the people—oriented itself to new conditions at the very instant of the first expression of a new demand.

The change was natural. It came as spontaneously as a hundred million

people shouted—as easily as the other industries blew their whistles.

And that is the industry of which Photoplay is spokesman—a human industry that built the market for its magazine by going straight to the heart of a multitude. So soon as it shall lose its hold upon the people, so soon as moving pictures shall play to empty houses, then Photoplay will no longer be the magazine each copy of which is bought *because the reader wants it.*



The Photoplay appeal rings true; and that means more today than ever. Photoplay, like motion pictures—and the people—is adjusted to the current of the world's affairs. It is a magazine that offers to the advertiser an opportunity to send the story of his product home—home with

PHOTOPLAY

The Magazine of the Fifth Estate

W. M. HART
ADVERTISING MANAGER
836 NORTH CLARK ST.
CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.

Spotless Town Advertising

Unusual Vogue of J. K. Fraser's Jingles in Popularizing Sapolio—Advertising Led to Articles in the Reading Columns, Poems, Etc.—How Their Fame Reacted Upon the Writer

THE F. BISSELL COMPANY
TOLEDO, O., December 26, 1918.

Editor of PRINTERS' INK:

Can you kindly tell us the name of the advertising agency which conducted the Spotless Town campaign for Sapolio? We have a reason for asking this. At this time we are considering the selection of an agency to handle the publicity for the Bissell Electric Suction Cleaner and, although that is a long way from Sapolio, they did show some ideas which we think can be adopted by us to advantage.

Thank you.

F. BISSELL, President.

ARTEMAS WARD, now trading as Ward & Gow, was for many years advertising and sales manager of Sapolio, and the most famous advertising director of that time. It was during his administration that the Spotless Town and other original advertising ideas were produced by Enoch Morgan's Sons. Mr. Ward gives to J. K. Fraser full credit for the Spotless Town campaign. Mr. Fraser, he tells PRINTERS' INK, originated the idea, drew the pictures and wrote the jingles for the series while in Mr. Ward's employ.

The advertisements made such a hit that within a short time after they began to appear practically everybody was talking about Spotless Town publicity. Later on, after they had been used in nearly all the street cars and elevated cars throughout the United States and Canada, the jingles were printed in the leading magazines. Through these mediums they became known to people in the most remote districts. Spotless Town was mentioned in newspaper and magazine articles, in after-dinner speeches, and poems were written about it. In quite a number of cities and towns the "Spotless Town" idea made such an impression that the local councils or

boards of aldermen passed resolutions calling upon the inhabitants to co-operate in making them real Spotless Towns.

That the advertising had a selling value is shown by the fact that during the six years in which the jingles were used the sales of Sapolio increased in a gratifying manner. Mr. Fraser, who is now vice-president of the Blackman Ross Company did not relish the notoriety the advertising gave him. Wherever he went he was pointed out as the Spotless Town man. Thousands of jingles, written after the style of the original verses, were sent to the proprietor of Sapolio. Never was a man so pestered with the children of his own brain. He was much in the same frame of mind as the man told of by Mark Twain who was followed night and day by the rhythm of the famous verse beginning:

"Punch, brother, punch with care,
Punch in the presence of the par-
senjaire."

While there have been other series of jingle advertisements, as, for instance, Sunny Jim, Phoebe Snow, and the "See that Hump," none probably had a wider vogue than Spotless Town.—[Ed. PRINTERS' INK.]

Death of Angus Sinclair

Angus Sinclair, publisher of *Railway and Locomotive Engineering*, New York, and a well-known authority on railroad engineering, died at his home at Milburn, N. J., on Jan. 1, in his seventy-seventh year. During the last eight years Mr. Sinclair was special instructor in the mechanical department of the Erie Railroad. He was the author of a number of technical books.

Philadelphia Printing Houses Combine

The Franklin Printing Company and the A. H. Sickler Company, Philadelphia, have been consolidated under the name of the Franklin Printing Company.

Lee Anderson Leaves Hupp

Lee Anderson has resigned as vice-president of the Hupp Motor Car Company, Detroit, to join Theodore P. McManus, Inc., of the same city.



THE CHIEF BURDEN OF
A WAR FALLS ON THE HOME.

*The home must produce the men, maintain
their morale and struggle for existence*

against adverse conditions, and be there when the men come back home with the hearth fire still burning bright.

❧

TO help such homes has been the mission and the privilege of the WOMAN'S HOME COMPANION for forty years. A million women found it a necessity even before the war, when the home life ran along in its accustomed grooves, and changes that affected the home, when they did come, came slowly.

War revolutionized the home. The men went away, the income dropped, costs went up, work outside the home extended to unbelievable limits. The WOMAN'S HOME COMPANION, the comfortable and dependable help in times of peace, became a necessity in times of war. It grew to fit the new conditions. It interpreted the government's demands and needs to the housewife, it fostered morale, it suggested ways, it exchanged

experiences. It was one of the forces that tied the homes of our country together in a solid unit of patriotism and self-sacrifice.



NOW another great change comes about with the stopping of the war. The world is facing a stupendous program. The name of that program is Reconstruction. A great part of that program must be carried out in the home. The home must still furnish the morale, so necessary now when half our army is on dull police duty, and the other half trying to fit itself back into the fabric of industry.



THE women who clung to the COMPANION during the war, and benefited by its help, are looking to it with even greater confidence in the time just before us. Its hold upon them has been

intensified by the strain of war. The COMPANION is not going to fail them. These sudden changes require quick action. The COMPANION has its reconstruction program. It will justify itself in the opinion of its million homemaking readers, exactly as did its war program.



WOMAN'S HOME COMPANION

THE CROWELL PUBLISHING COMPANY

Lee W. Maxwell, Manager of Advertising

WOMAN'S HOME COMPANION
THE AMERICAN MAGAZINE
FARM AND FIRESIDE

Getting Back to Peace Conditions in Great Britain

British Munition Factories Turning Over to Peace Products—Waiting-lists Growing—No Unemployment Probable

By Thomas Russell

London, England, Correspondent of PRINTERS' INK

[EDITORIAL NOTE: This article was written by Mr. Russell on Monday, Nov. 11—Armistice Day. It was mailed on Nov. 16, and arrived in the office of PRINTERS' INK Jan. 2. Evidently the censor has taken his time to read it. Little has been published in America on England's after-the-war plans, and the delay in the transmission of this article may offer a clue as to the reason.]

"BEFORE the War" will be as much used to date things here as it used to be in the United States. This memorable Monday, when the streets of London are thronged by crowds of soldiers and War Office lorries full of munition girls that have not waited for their discharge, marks the beginning of the Peace Era. Perhaps there will be no more wars between nations claiming to be civilized. However this may turn out, there is little to show that industry is ready for the new time. We were unprepared for war. I wish there were more indications of preparedness for peace.

Simultaneously with the announcement of the Kaiser's abdication, and even before the papers announced the great armistice which makes the resumption of war by Germany impossible, the Ministry of Munitions issued a notice to contractors and workers on the mode of transition from war-work. There are to be no immediate discharges, but workers who want to leave, or have jobs ready for them, are released. Production of war material is to be reduced by stopping overtime and all systems of payment by results, and time work is to be substituted for piece work. Hours are to be reduced, but wages are not to fall below specified figures, which are low. If the hours worked do not tally up to these figures, employers will be reim-

bursed by the Government. To minimize unemployment, employees are to do cleaning-up work. Those discharged, and those who claim release, are to have free railway tickets if they have left their home towns to enter munition-factories. To-morrow the Government will announce in Parliament its Reconstruction Policy and a system of donations to demobilized soldiers and war-workers.

MUNITION FACTORIES TURNING ROUND

In many trades a system of priority certificates has been in use. Before an article could be purchased, a license had to be obtained from the Ministry of Munitions, granting a right to obtain it in turn. According to the importance of the purchaser's war service, the certificate was marked "Priority A" "Priority B," etc. Many products of ordinary utility, as motor-trucks, steam-wagons and the like, were being marketed under priority conditions. Here, the peace output will be of the same nature as the output during the war, and in many factories there are long waiting-lists. Advertising, chiefly in technical and business papers, by such factories will be, and is indeed already, of the "get on the waiting-list" kind. The problems in such places will be merchandising problems. Manufacturers will study how to keep their customers contented.

But the makers of explosives, armor-plate, shells, guns of all kinds and similar products useless for any peaceful purpose, will have a different set of problems. The great armament firm of Vickers—whose former name of Vickers, Sons & Maxim indicates

one famous specialty—is, among other things, to put on the market, and advertise, a new sewing machine.

That is an up-to-date beating of the sword into the ploughshare. The operations of this vast concern, whose operations during the war have included control of every other engineering works that it could get hold of, show in the last balance sheet, including the figures for these outside works, a year's turnover of \$150,000,000. A great output of railway, electrical, and motor-car materials, turbines, magnetos, gas-engines, boilers and even wood-products is being organized here, and \$10,000,000 of new capital invested.

REPLACEMENTS OF WAR

The vast destruction of machinery and materials by actual war and the deliberate act of the enemy in the occupied parts of Belgium and France does not indicate anything like all the replacements that will be called for. Labor has been absorbed for war purposes and withdrawn for the battlefield, and such things as permanent way, which is English for railroad track, locomotives, motor-trucks, machinery of all sorts, buildings and many other categories have been allowed to fall into disrepair. Rails have actually been taken up and sent to France.

It is estimated that a million new houses will have to be built in Britain alone during the next few years. More than that will be needed in France and Belgium, and all the destroyed French and Belgian machinery will have to be replaced. It will come from England and America, in the main. Materials for it will be supplied by steel manufacturers who during the war have been making guns and shells. Edgar Allen & Co., Limited, Sheffield, one of the largest steel-producers, who make rails, ore-crushers, cement and colliery plants besides an extraordinary number of differently alloyed steels, said, in reply to the question how they would employ their greatly ex-

tended munition departments after the war, that the demand for their regular output was already in excess of their pre-war production, and that their only uneasiness was how to extend their works sufficiently to cope with the business. Every inquiry along similar lines produced the same type of reply. There is no likelihood of general unemployment. The main difficulty will be to find labor.

DYES INSTEAD OF EXPLOSIVES

There are businesses that will actually be the better for the interruption which has compelled a sudden revision of methods. One very large manufacturer of domestic furniture turned his works over to airplane-making. After his big stock was sold, he had no goods to offer dealers, and has begun lately to consider just what lines should be chosen when business is again on a normal footing. In doing so, he realized that the lower grades of furniture—painted bedroom sets for servant's rooms, kitchen tables in soft pine, and cheap suites, were paying a larger percentage of profit than the best stuff. Competition had been allowed to write his price list. Now he is determined to introduce more individuality into the higher grade goods and advertise them. The trouble wasn't that the cheap stuff was too dear. He was selling the best goods at an unprofitable margin. Without the war, he might never have awakened to the mistake.

Early in the war, the Government helped users of dyestuffs to extend the largest aniline dye factory—the Read Holliday works at Huddersfield—to cure troubles created by the absence of German colors. British Dyes Limited was also no doubt helped in order to facilitate the production of khaki dyes. But the urgent need for high explosives compelled the Minister of Munitions to take control of the works, and have a part diverted to this service. Meantime, however, the laboratories and the part of the works not concentrating on ex-



ANNUAL REVIEW NUMBER

A few of the leading articles:

Security of World Demands German Iron and Steel Industry be Kept in Check

Peace Catches America Unprepared

Unconquerable French Spirit Turns to Reconstruction

Prospects for World Trade in Steel

Britain Grips Tool Trade by Licenses

World's Division of Iron Analyzed

Great Machine Distributes Steel

American Steel Crushed the Enemy

War Writes Steel's Brightest Page

Great Coke Demand Will Continue

Tank's Development Hastened War's End

Steel Capacity is 50,000,000 Tons

Metal Industries Flower in War

War Dictates Industry's Course

Pig Iron Market Has Abnormal Year

By-Product Coke Outstrips Beehive

Tin Plate Makers Rise to All Demands
Warehouses Fill Essential War Duty

Plate Mills Under Great Pressure

Much Steel is Diverted from Wire Mills

Sheet Mills Struggle to Fill Needs

Cast Iron Pipe Prices Rise During Year

Bar Market Has Many New Features

Normal Needs in Wrought Pipe Set Aside

Metal Markets Yield to War Needs

Scrap Reflected War and Peace

Structural Steel Absorbed by War

Steel Rails in Great Demand During Year

Ferroalloys Production Stimulated

Average Monthly Prices of Pig Iron,

Rolled Products and Old Material in

Principal Districts in 1918

Average Monthly Prices of Iron and

Steel Products 1907-1918

Current Iron and Steel Prices

THE IRON TRADE REVIEW, CLEVELAND

plosives had worked out many important processes. Now the whole works will produce dyestuffs for home use and export, and there is no reason why the nation should ever again depend on Germany for this pivotal product.

NEW FOOD PRODUCTS

It is evident that there will long be a world food-shortage. The late Lord Rhondda, when Food-Controller, estimated that rationing would have to continue until the second peace-harvest was gathered. His successor, Mr. Clynes, thinks that food tickets may not be needed after 1919. Meantime efforts that will always have useful effects in conservation are begun. Last week Cadbury Brothers, the great cocoa house, began to advertise the output of a new factory for preserving vegetables. In normal times great waste occurs because the crops must be gathered faster than the vegetables can be consumed. Cadbury Brothers Limited will buy the surplus from the growers. Cleaned, prepared and dried by a process now perfected, the vegetables will retain all their flavor and nourishment. In these and other ways poverty engendered by war will be cured and poverty caused by unemployment prevented. If a League of Nations, promoted by the President of the United States, makes the waste of military preparedness unnecessary, only two things are needed for complete restoration of prosperity in the English-speaking part of the world. Britain and America should go dry.

General Tire & Rubber Company Makes Appointment

C. J. Hazen has been appointed advertising manager of the General Tire & Rubber Company, Akron, Ohio. For two years Mr. Hazen was advertising manager of the Amazon Rubber Company, Akron, and previous to that was connected with the advertising department of the Marathon Tire & Rubber Company, Cuyahoga Falls, Ohio.

The advertising plans of the General Tire & Rubber Company for 1919 include the use of magazines, trade publications and an outdoor campaign.

New Head of P. F. Collier & Son

Thomas L. Briggs was last week elected president of P. F. Collier & Son, Inc., New York. For eight years he has been associated with the Remington Arms Union Metallic Cartridge Company, Inc., first as a writer of advertising, then as advertising manager and more recently as assistant to the vice-president and a member of the executive staff.

Mr. Briggs was assistant advertising manager of the Franklin Automobile Company, Syracuse, N. Y., before he became associated with the Remington company and for five years prior to that he was on the road selling goods to jobbers and retailers.

His previous association with the publishing business has included the ownership of a weekly paper, which he established at East Bloomfield, N. Y., at the age of twenty; and positions with various dailies as reporter, editor, advertising and business manager.

Changes on Staff of New York "Times"

W. H. Neel, formerly in charge of Brooklyn advertising for the New York Times, has been promoted to advertising manager of the *Current History Magazine*. G. F. Farrah, who has been associated with automobile advertising on the Times, has been made advertising manager of the *Mid-Week Pictorial Magazine*. H. S. Ardell, formerly in charge of the magazine advertising in the Sunday Times, is now managing the Times financial advertising. L. L. Schneider, formerly advertising solicitor for the *Times Annalist*, has become advertising manager of that publication. In the past, Mr. Schneider has also been connected with the *Annalist's* subscription department.

Nine J. Walter Thompson Men Back from Service

By January 15 nine men of the J. Walter Thompson Company, discharged from the Army and Navy or released from war work, will be back at their desks. Eight are already back: E. Lee Barron, Stuart D. Cowan, Ewing T. Webb, Richard C. Rothschild, Clarence P. Beckman, Walter Scott, John U. Reber and Howard K. Hollister.

The ninth, Richard A. Dunne, is still in the hospital, recovering from wounds sustained in action.

Street & Finney Have Gorton-Pew Account

The Gorton-Pew Fisheries Company, Gloucester, Mass., has placed its advertising in the hands of Street & Finney, Inc., New York.

The advertising of a new fish product, it is stated, will probably come out quite generally later in the year.

Social Life

The best farmer is usually the best neighbor. People grow by what they absorb from other people. Where there is a neighborly feeling between the people on the farms and the people in the towns, there is usually prosperity and contentment in both places.

Young people, particularly, have an instinctive desire to know other young people, and to be known by them. These social affiliations have a direct and definite influence on the usefulness of each individual citizen.

There are fewer opportunities to meet other people on the farm than in town. It is particularly desirable that no opportunity shall be neglected to help farmers and their families to develop their own communities as constructive social centers and to promote social relations between the people of the farms and the people of nearby towns.

The country home, the country church, the country school, good roads, all have an influence for good in the community in proportion to the constructive thought of the leaders in these community activities. Successful Farming is deeply concerned in these matters. They receive careful, intelligent and purposeful attention at the hands of our editorial department.

Successful Farming

E. T. MEREDITH, Publisher, Des Moines, Iowa
Member A. B. C.

T. W. LeQUATTE F. J. WRIGHT C. M. BEER C. A. BAUMGART
Advertising Manager Promotion Bureau Merchandising and Sales Retail Service

Chicago

J. C. Billingslea, Advertising Bldg.

Kansas City

O. G. Davies, Victor Bldg.

St. Louis

A. D. McKinney, Post Dispatch Bldg.

New York

A. H. Billingslea, 1 Madison Ave.

Minneapolis

R. B. Ring, Palace Bldg.



Abraham Lincoln Predicted Prosperity for the Farmers

No other human occupation opens so wide a field for the profitable and agreeable combination of labor with cultivated thoughts, as agriculture. * * *

Every blade of grass is a study; * * * and not grass alone; but soils, seeds, and seasons—hedges, ditches, and fences, draining, drouths, and irrigation—plowing, hoeing, and harrowing—reaping, mowing, and threshing—saving crops, pests of crops, diseases of crops, and what will prevent or cure them—implements, utensils, and machines, their relative merits, and to improve them—hogs, horses, and cattle—sheep, goats, and poultry—trees, shrubs, fruits, plants, and flowers—the thousand things of which these are specimens—each a world of study within itself. * * *

The rudiments of science are available and highly valuable. * * * The mechanical branches of natural philosophy are ready to help in almost everything; but especially in reference to implements and machinery. * * *

And this again, conforms to what must occur in a world less inclined to wars, and more devoted to the arts of peace than heretofore. Population must increase rapidly—more rapidly than in former times—and ere long the most valuable of all arts will be the art of deriving a comfortable subsistence from the smallest area of soil. No community whose every member possesses this art, can ever be the victim of oppression in any of its forms. Such a community will be alike independent of crowned-kings, money-kings, land-kings.—From Lincoln's address at Wisconsin State Fair, Sept. 30, 1869.

No other publication has so many subscribers as COMFORT among the enterprising pioneers in the far west who, like Lincoln, are beginning their careers by subduing the virgin soil. They brought COMFORT with them from their old homes where it was the cherished friend of their youth. Literally the first families, they are prospering with the growth of their newly settled region.



To Be A First-Rate Farmer Was Washington's Ambition

Washington was one of the greatest farmers of his time and would have been famous as such but for the overshadowing glory of his public career.

He was ahead of his time in his appreciation of the supreme importance of agriculture as the basic industry on which national prosperity depends.

Washington was always glad of an opportunity to retire from public life and resume his favorite pursuit. To use his own words:

"The life of a husbandman of all others, is the most delectable, and has ever been the most favorite occupation of my life."

He wrote his friend, the Marquis de Lafayette: "I am become a private citizen on the banks of the Potomac, and under the shadow of my own vine and fig tree, free from the bustle of camp and the busy scenes of public life."

Though loaded with public honors he afterwards said: "My greatest pride was to be thought the first farmer in America."

East and west, north and south, COMFORT subscribers are the most prosperous and progressive farmers in the country, including very many who ride in automobiles over their extensive domains, as Washington did on horseback over his, to direct their farming operations carried on by modern machinery on a larger scale than he ever imagined possible.

COMFORT has the largest farm circulation in the world and a sphere of influence all its own.

W. H. GANNETT, Pub., Inc.,
AUGUSTA, MAINE.

New York Office: 1629 Assen Hall,
WALTER B. JENKINS, Jr., Representative

Chicago Office: 1835 Marquette Bldg.,
FRANK H. THOMAS, Representative

The Keynote in Copy—the "Canned" Variety and the Genuine

Let Each Ad of Your Series Be Complete in Itself

By Charles Austin Bates

SHOULD copy have a keynote? Oh, I don't know; should a horse have legs, or a man a heart?

How are you going to keep a keynote out of the copy, if the man who writes is sincere and knows what he is writing about?

Every permanently successful business has a distinct character of its own. The men at the head of such businesses have certain firm convictions. They know that to be permanently successful they must give service to their customers, in some particulars superior to the service of their competitors.

They try to give what they would like to get.

And there's your keynote.

How are you going to keep it out of your copy any more than you can keep your character out of your daily relationships?

I'll tell you how you can do it: give your business to an agent who has been studying the psychology of advertising and who knows all about attention values; the stealthy, subtle and brutal approach, and who knows, to the tenth decimal, the comparative effectiveness of an upper right hand quarter and a southwest eighth of a magazine page.

He'll fix it for you with mathematical certainty and give you a lot of carefully caponized copy that will have as much individuality as Mr. Kuppenheimer's young men.

The way to write copy is to forget that you are writing copy—just the way you forget how your words sound when you are really in earnest. It is only the matinee idols who make love to the girl in the style of Robert W. Chambers. The rest of us stammer a little and forget just what we meant to say, but if we are honest-to-Godly in earnest, we get our story across.

The trouble with most copy is that it hasn't any innards. The writer has no real message to deliver. He is thinking too much about space, display proportion of illustration, phrasing, pleasing his customer, atmosphere. He is concerned with the mechanics and not with the soul of advertising. He is more interested in getting the copy O. K'd than he is in selling goods.

That isn't wholly the fault of the copy writer, because it is hard to get the keynote from the head of the business. That keynote is so natural to him that he doesn't definitely know its existence.

When I was writing quite a lot of copy for other people, I usually had to irritate my client into telling me why he thought he had a right to exist—why anybody possibly could be expected to buy his goods. There is always something a successful man does that is different—something which has secured and held his present trade—and that thing is the keynote for future copy. It is the peculiar service which the man, or his goods, gives to his customers. If it is good service and the copy tells about it—that's all. That is the keynote and the whole blooming song.

The recipe for good copy is to have something to say—say it—and stop.

You can't play any better golf because you wear plaid stockings, or a coat with plaits down the back. If you don't believe it, watch some ragged caddy with one iron trim the life out of you—because he is in earnest and has his mind on the game and not on the scenic accessories.

A good deal of advertising copy is like the small locomotive with the big whistle—too much noise

and not enough power. It gives too much consideration to sound, show and psychology, and not enough to the message it has to deliver.

If you know what you want the copy to do—and it is something which ought to be done—you can't keep your keynote out of it if you try.

If you know, right down deep in your soul, that the reader ought to buy your goods—not for your profit, but for his—you'll find your keynote and hold it whether you write your copy in a series, or one piece at a time.

Almost of necessity an advertising agent must prepare at one time, practically complete copy for an entire campaign, because somebody else's O. K. is required and the detail of submitting individual pieces, with closing dates hovering near, would be too great.

But if the writer of the copy lives with the business day in and day out, it is my conviction that the preparation of all the copy in one series at one time sacrifices valuable spontaneity.

When you write a series of a dozen pieces, it is almost inevitable that you will see the twelve as one. You will view the series as a whole, while the reader sees the pieces one at a time—may see only one—or three—or ten, but almost never reads the entire twelve. Therefore, if the pieces are inter-dependent, the reader never gets the whole story—even if the keynote is present in every piece.

My own idea is that every piece of copy should be complete in itself as if there had never been and never would be another. It should drive for a specific result to-day—right now—and let the general effect, the institutional advertising, be incidental and an unearned by-product.

I admit that this is difficult and many times impossible. I have in fact, just to-day, finished the first section of twelve in a direct mail advertising campaign of thirty or forty pieces. No one of the twelve is complete in itself, and I'm not dead sure the

keynote is there, but I think it is. This stuff is to go out e. o. d.—so must be printed ahead—so cannot be written one at a time.

But, by mail, I have a much better prospect of having the entire series read by a considerable number of those who receive it, particularly as the interval between pieces is so short.

Nine times in ten, the best copy—the kind that actually sells goods—is that which comes hot off the griddle and gets into print before anybody has time to trim, smooth and tinker all the life out of it.

The tenth time calls for the Community Silver style, which isn't in a hurry and which seeks to sell the idea of refinement and high quality for a large and varied line, over a period of years.

The trouble is that the up-lifters in advertising too often seek to apply Community methods to axle grease and tobacco.

Emphasis of the importance of a canned keynote in copy is in line with what the new terminologists call "institutional advertising" or "selling the house." And to the agent or publisher, there is one great advantage in that sort of copy: it is almost impossible to trace results, or to determine definitely that there are no results. Certainly it cannot be expected to bring a great influx of business within a short time, and as any well established, well managed business may expect a reasonable increase year by year, either with or without advertising (that is general advertising) it is always safe to recommend institutional copy, the text of which at least gratifies the vanity of the man who pays the bills.

For some years I have been spending for advertising increasing amounts of my own money. In 1919 the sum will be considerably greater than ever before and every dollar of it, to the limit of my ability, will be spent with the object of selling goods at once—and let the keynote look out for itself.

We will sell the goods and let the goods "sell the house."

When the "Export Pie" is Opened



There may be some "tough bird" problems for you to tackle.

In the period following war, development will not be easy. Home expansion and readjustment will need a great deal of attention.

There will be very few "tender birds" in the home market pie. The export market is a very real problem of the near future.

—and in the meantime many U. S. firms will prefer to "stay at home and go to Canada."

LOOK TO CANADA!

Cultivate a market of more than 8,000,000 people that is closer to your door than many parts of your own country.

The way is made easy for you—the trail is already blazed by hundreds of United States firms successfully advertising their products in Canada.

The Daily Newspapers of Canada

covering all the principal cities of the Dominion, will take your message to more than 2,200,000 people living in 14 cities—the main centres of trade for the Dominion.

Ask your Advertising Agency or write to any of the Daily Papers listed below.

HERE THEY ARE LISTED

Place	Population	Publication	Place	Population	Publication
Halifax	53,000	Herald & Mail	Toronto	525,000	Star
St. John	55,000	Standard			Telegram
Montreal	750,000	Star	Regina	26,105	Leader
		Gazette	Saskatoon	21,054	Phoenix
Quebec	100,000	Telegraph			Star
London	60,000	Advertiser	Calgary	56,302	Albertan
		Free Press			Herald
Winnipeg	225,000	Free Press	Edmonton	53,794	Bulletin
		Tribune			Journal
Ottawa	101,795	Citizen	Vancouver	97,995	Province
		Journal Dailies			Sun
			Victoria	45,000	Colonist

Advertises That Old Jobs Wait

**Aluminum Cooking Utensil Co.
Uses Newspapers to Welcome
Back Its Soldier Employees—In
Need of Men and Will Give All
the Former Force an Opportunity
to Work**

WHILE many of the companies and firms engaged in business in the United States are ready to take back former employees who have been serving their country at home or abroad during the war, few have made any special effort to reach the men through advertising and let them know that their jobs are waiting for them. One of the concerns that have pursued this latter course is the Aluminum Cooking Utensil Company of New Kensington, Pa., manufacturer of "Wear-Ever" metal goods.

The company is a large employer of labor. Its plant at New Kensington requires the services of several thousand men. In the summer vacation season it takes on between 4,000 and 5,000 college students who act as retail salesmen of its various products. It also has over a thousand agents who act as distributors in different parts of the country.

The war drew away from its manufacturing and sales force many of its employees. The loss of their services severely handicapped the company. Only a comparatively few of the vacancies were filled during the war. Now that the men are coming home the company wants them to know that its latch-string is still out and that a hearty welcome will be given to every one who wants to return to its service. Here is the message it sent them through the daily newspapers of the Eastern States:

"To 'Wear-Ever' Men!

"No company has for its returning men a welcome more sincere than your company has for you.

"Proud, indeed, are we of what you have done—proud of what you were willing to do.

"Your jobs are waiting for you—every one!

"Other jobs will be ready soon for at least a few other men who have had some sales experience and for more men who have had no sales experience but who wish to get it.

"If you are an old 'Wear-Ever' man or if you are a possible new 'Wear-Ever' man, we suggest that you write us, stating just *what* you would like to do—and *when*."

Nothing half-hearted about this greeting! In addition to the advertisement in the daily newspapers, fifty reproductions were sent to each cantonment, with a request to the personnel officer to have one copy placed on the bulletin boards of each company in the camp.

The results of the advertising are already becoming manifest. Letters are being received daily from men not yet released from service who seek information. A number have already returned to work. The company expects that a large number of college students who will receive their discharge during the next month or two will, because of a lack of funds or the lateness of the season, seek employment to earn money so that they can resume their studies in the fall.

Myers Succeeds Reinhold on "Architectural Forum"

Ralph Reinhold, for six years vice-president of Rogers & Manson Company, Boston, publisher of the *Architectural Forum*, has withdrawn from that company to become treasurer of The Chemical Catalogue Company, New York, publisher of the Chemical Engineering Catalogue.

S. Howard Myers, formerly of the National Lead Company, will take charge of the New York office of the Rogers & Manson Company, to direct the advertising department of the *Architectural Forum*.

Lieut. Carey Rejoins "Town & Country"

Lieutenant Arthur M. Carey has returned to *Town and Country*, New York, after seventeen months' absence in the service of the Army. Mr. Carey has been associated with *Town and Country* for three years, and will represent it in New York, Philadelphia and the South.

The Greatest

OF ALL

Advertising Achievements

More Than Two Million Advertisements Printed in a Single Year

2,038,411

Separate Advertisements

Were Printed in

The New York World

During the Year 1918

210,712 More Than The World's Best Previous Record
 1,372,640 More Than The Times—Next Highest Newspaper
 271,256 More than All the Other Morning Newspapers Added Together

The World is the first and only newspaper that ever printed more than two million advertisements in a single year.

Number of Advertisements Printed 1918

The World	2,038,411
The Times	665,771
The American	491,855
The Herald	450,819
The Tribune	88,262
The Sun	70,448

To a Manufacturer

HENRY FORD proved that a single specialty will earn more profit than a wide line, and at the same time will make manufacturing a pleasure instead of "grief."

Many a manufacturer of a large line has in that line one item or set of items which could be made to outsell the line and eventually replace it.

Street & Finney's system of searching out specialties can find one suited to your manufacturing and selling machinery, even if such

Street



Just as concentration on a single specialty can raise a manufacturer from comparative obscurity to pre-eminence, so can the repetition of a single direct selling argument elevate an almost unknown product to first rank. This has been the history of Shaw-Walker "Built-like-a-Skyscraper" Steel Letter Files.

of a Large Line:

a specialty does not now exist in your line.

Furthermore, this system will also prove the "repeat" and sales volume of such a specialty before you are called upon for serious expenditure.

With the manufacturer who desires such a specialty, to sell up to eight figures, we will gladly go into the matter.

But, to accomplish such large sales, the manufacturer must *know* that advertising is the most powerful factor in his business.

& Finney Inc.

Established 1928

Pay-as-you-enter Advertising

171 Madison Avenue

New York

Campaign to Wake Nation to Need of More Power

Development of Water Power Would Mean Better Workmen, More Output and Greater Ability to Supply New Markets

A REALIZATION of the tremendous importance of abundant power for industry has been brought home to all the nations by the war. Failure to give due appreciation to this subject was chargeable not merely to the general public and to the politicians; leaders in industry had not always shown themselves alive to its importance and economists as a whole had strangely overlooked it.

We heard speculations regarding the day when the world's stock of coal would be exhausted and those who did the speculating indulged in reassurances to the effect that, after the coal, we should have other sources of power supply, oil and the rays of the sun, and the materials which the wizards of chemistry would put at our disposal, of which elements with mysterious endowments, like radium and helium were the augury.

It is odd that the vital fact that power in ever-increasing accumulation, power doubled, trebled and multiplied, power obtained easily and cheaply, one of the prime essentials of great industrial development, was not grasped or at least was not emphasized. And so we went on using coal as our chief source of power, obtaining it with struggle and hardships, and often wasting vast quantities of energy in the mere handling, hauling and shunting of this source of power to the place where its energy was to be utilized, penalizing industry by making it bear a huge burden which keen foresight and good economics might have spared it.

Now, after the war has forced the nations to simple and accurate thinking on business questions, we know that it is urgent to provide for vast resources of power and to do so with a minimum of labor and expense, and with all possible expedition. A striking concrete

lesson has recently come to us. We have long been conscious that the efficiency of the American working man was notably superior to that of the worker in any other country. Results achieved proved it beyond any question. The causes to which we ascribed this phenomenon were many and varied, but always illumined by our sense of patriotism. Recently it has been brought to our notice that the precise, the scientific, reason why the American working man excels all others is because he has at his service 56 per cent more power than the working men in any other country in the world. In the countries where this fact is now understood, in England, France and Italy, the authorities are already engaged on the task of increasing the national provision of power at a vast rate.

PRELIMINARY CAMPAIGN INDICATED NEED OF GREATER EFFORT

In America a campaign of education to make known to manufacturers, to legislators, to business men and the public generally, the need of putting forth efforts to endow the country with greater provision of power, was undertaken more than a year ago. It brought important results, although it was conducted within rather narrow limits. It made it plain, however, that a great advertising campaign, addressed to the whole nation through the recognized mediums of frank and open publicity, would be bound to have vastly beneficial consequences, and of course it would be well justified, since the subject is of such great importance.

The source from which it is proposed to draw the vastly increased energy for industrial purposes is, it need hardly be added, water power, which abounds throughout this country. There is

hardly a zone in the United States that is not directly interested in such a project and it is one which in some measure concerns every single inhabitant. The mere modernizing of the existing water power plants, the installation of new and better machinery, would mean an increase of at least 450,000 horse power, an annual saving of several million tons of coal.

More power implies greater production, which implies in turn a greater turn-over of merchandise, and again new motive and scope for going to the public with information for its enlightenment and for its education to the use and adoption of the new merchandise, consequently new fields of publicity and the whetting of the talents of the professionals in that domain.

As a result of action by the War Conference of Business in 1917, a referendum vote was taken among the organization members of the Chamber of Commerce of the United States on the question of seeking the immediate enactment of Federal water power legislation. The vote in favor was 1,333, with only six nominally unfavorable. Later on the Sims bill was passed in the House and the Shields bill in the Senate in Washington, both bills embodying substantially all the basic principles of the referendum report.

REPORT SHOWS THAT VAST POWER AWAITS DEVELOPMENT

In the resolution presented in the recent War Emergency and Reconstruction Conference at Atlantic City by W. W. Nichols it was voted that the Conference urge upon the Congress the imperative necessity of an immediate agreement by the Conference Committee of the two Houses of Congress which will result in the passage of a joint water-power bill to protect the public interest and promote the early utilization of this long neglected national resource." Mr. Nichols, in his speech on the subject quoted the following interesting passages from the report, as presented to Parliament, of Lord Haldane's Coal

Conservation Sub-Committee of the Ministry of Reconstruction:

"In the United States the amount of power used per worker is 56 per cent more than in the United Kingdom. If we eliminate workers in trades where the use of power is limited, or even impossible, we shall probably find that in the United States the use of power where it can be used, is nearly double what it is here. On the other hand, not only are the standard rates of wages higher in the United States, but living conditions are better. There is little doubt that in the United States the average purchasing power of the individual is above what it is in this country, and that this is largely due to the more extensive use of power which increases the individual's earning capacity.

"The best cure for low wages is more motive power. Or, from the manufacturer's point of view, the only offset against the increasing cost of labor is the more extensive use of motive power. Thus the solution of the workman's problem, and also that of his employer, is the same, namely, the greatest possible use of power. Hence the growing importance of having available adequate and cheap supply of power produced with the greatest economy of fuel."

Elsewhere the report says: "Indeed it is scarcely possible to exaggerate the national importance of the problem of a technically sound system of electrical supply, because it is essentially one with the problem of the industrial development of the country, which largely depends upon increasing the net output per head of the workers employed in the industries in which power can be used." And again: "At the present time the supply of electricity in Great Britain is dealt with by some 800 undertakings. The average generating plant capacity of those undertakings which have power stations is 5,000 horse power, or about one-fourth of the capacity of one single generating machine of economical size and about one-thirtieth of the size of what may be

What Is *YOUR* Idea of the South?

THE South that most people imagine in their dreams—the land that the movies depict—is the South of yesterday—a plantation set in a shady grove of patriarchal trees and hosts of indolent servants.

This is no more true than that America is a land of blood-thirsty redskins and cowboys attired in chaps. There is none of that inertia, apathy and indolence with which the South is painted in popular fancy.

There is no dearth of the drone of machinery. The spindles of the South in their daily song challenge those of New England. The laurel of supremacy in cloth production is being wrested from our New England neighbors and the center of production moving to the threshold of the cotton fields.

The South's great reserves of oak and cypress and pine are being employed in the great job of reconstruction. Her coal fields are yielding boundless energy. Her water-powers are being harnessed to drive the wheels of industry and

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Miami
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St. Aug
Tampa

Albany
Albany
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Albany

to produce the many products made possible through electro-chemical wizardry.

The greatest inland waterway of America is hers. Her seaports are the open doors to South America. Her wealth and population are increasing so rapidly that the only place for old statistics is the trash-basket.

Don't know about the South by hearsay or antiquated data! Come and see it if you are selling your product—or intend to sell it—where wealth is unfolding thousands of wants. The publishers of any of these papers, all members of the *Southern Newspaper Publishers' Association*, will gladly show you what the New South really is.

*The Associated Advertising Clubs of the World
will hold their next convention in the South—at
New Orleans.*

ALABAMA

Alexander Star
Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Journal
Mobile Register
Montgomery Advertiser
Montgomery Journal

ARKANSAS

Little Rock Arkansas
Democrat
Little Rock Arkansas
Gazette

FLORIDA

Jacksonville Florida
Times-Union
Miami Herald
Miami Metropolis
Palm Beach Daily Post
St. Augustine Record
St. Petersburg Evening
Independent
Tampa Times

GEORGIA

Athens Herald
Athens Banner
Atlanta Constitution
Atlanta Georgian and
Sunday American
Atlanta Journal

GEORGIA (cont.)

Augusta Chronicle
Augusta Herald
Columbus Ledger
Dublin Courier Herald
Macon News
Macon Telegraph
Rome Tribune-Herald
Savannah Morning News

KENTUCKY

Lexington Herald
Lexington Leader
Louisville Courier-Journal
and Louisville Times

LOUISIANA

New Orleans Item

NORTH CAROLINA

Ashville Citizen
Ashville Times
Charlotte News
Charlotte Observer
Concord Daily Tribune
Greensboro Daily News
Hickory Daily Record
Raleigh Times
Rocky Mountain Evening
Telegram
Salisbury Post
Washington Daily News
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal
Winston-Salem Sentinel

SOUTH CAROLINA

Anderson Daily Mail
Charleston American
Columbia State
Greenville News
Greenville Piedmont
Spartanburg Herald
Spartanburg Journal
& Carolina Spartan

TENNESSEE

Bristol Herald-Courier
Chattanooga News
Chattanooga Times
Knoxville Journal & Tribune
Knoxville Sentinel
Memphis Commercial Appeal
Nashville Banner
Nashville Tennessean and
American

TEXAS

Beaumont Enterprise
Beaumont Journal
Fort Worth Star-Telegram
Galveston News
Houston Post

VIRGINIA

Lynchburg News
Petersburg Evening Progress

considered as an economical 'power station unit'."

The French Association for the Development of Public Works devotes a chapter of its report to the question of water power and indicates that it has arrived at conclusions similar to those reached on the subject by investigators in the United States and in Great Britain. The report deals particularly with the industrial problems as they present themselves in France. It states that "the speedy utilization of water power constitutes the best means of stimulating, without resorting to the importation of coal at ruinous prices, the development of public utilities and of great industries necessary, not only for the security, but also for the economic life of France." Dealing with the projected installation of water power plants, it declares that "among all the undertakings designed to complete the nation's industrial equipment, there is no other which presents a character of such acute urgency or which appears capable of combining so effectively the assurance during the war of the supplies necessary for the defence of the nation, and the reparation after the war of the huge losses in labor and in capital caused by the war."

The report proposes that the water-power projects be put into execution at the earliest possible moment and that all obstacles standing in their way be swept relentlessly aside.

Markwiz Leaves Blackman-Ross

Witold Markwiz, who has been with the Blackman-Ross Company, New York, on January 1 became space buyer with the Bush Advertising Service, also of New York.

Mr. Markwiz, who has been with the Blackman-Ross agency since its start, was formerly with the Frank Presbrey Company.

Change in Simmons-Boardman Organization

J. E. Foster, formerly of the advertising staff of the Simmons-Boardman Publishing Company, New York, has been made business manager of the *Railway Electrical Engineer*, one of the Simmons-Boardman publications.

The Kind of Names German Firms Adopted

A PRINTERS' INK caller at the office of the Alien Property Custodian noticed a curious fact in connection with the names of firms listed either as having been sold or on schedule to be disposed of in the near future. Only two names on the exhibited list contain the hyphenated compound "German-American"—these two being the German-American Lumber Company and the German-American Portland Cement Company. But four masquerade as "American"—the American Lava Company, the American Linters Company, the American Products Company, and the American Pyrophor Company. Two are camouflaged as "Anglo-American"—the Anglo-American Trading Company and the Anglo-American Cotton Company—and three as "International"—the International Ultramarine Works, the International Textile Company, and the International Agricultural Corporation. Possibly there are others.

Henry Ford Takes New Job

To devote his entire time to his new weekly paper, the *Dearborn Independent*, and to his tractor plant at Dearborn, Mich., Henry Ford has resigned the presidency of the Ford Motor Co. He will be succeeded by his son, Edsel B. Ford. B. J. Craig, formerly assistant treasurer, will be secretary of the company.

Coincident with his retirement, the minimum wage of Ford employees will be raised from \$5 to \$6 a day. The increase will immediately affect 28,000 of the 51,000 employees of the Ford organization.

Edsel Ford, whose salary will be \$150,000 a year, is twenty-four years old.

None Such Paper Economy

A large Syracuse company which makes a specialty of prepared mince meat, uses packages bearing directions both in English and German. It has stamped over the German reading, in bright red, the following:

"We believe we are serving our country best by using up our stock of 'before the war' cartons before changing to a new style. Hereafter, the German language will not appear on cartons which contain our products."
—*Wall Street Journal*.

New Accounts of Joseph Richards Company

The Ricksecker Company, perfume manufacturer, Hoboken, N. J., has placed the Joseph Richards Company, Inc., New York, in charge of its advertising. The Richards agency has also secured the accounts of the Mohawk Silk Fabric Company and W. A. Brooks & Co., Inc., dry goods, both of New York. All three accounts will use women's magazines.

For the Good of the Industry

With No Hidden Strings—With No
Ulterior Purpose—Without Obligating You—I Make This Offer

Last week one of my bright young men had an interview with the Adv. Mgr. of a large concern in a city up-state. Leaving the preliminaries to your imagination, we reach the point where the A. M. said, "Oh yes, we believe in Motion Pictures. We have several reels now. Like to see them?" Our b. y. m. did. He saw; he stifled a laugh; he almost wept. He reported:

"So-and-So's film I saw at their plant in Buffalo was dirty, scratched, torn, broken; frequent stops for film and machine adjustment made the picture seem like a story published serially in the World Almanac. Such films hurt Industrial Motion Pictures. Something ought to be done about it."

So heartily do I agree that we have begun the preparation of a handbook on "How to Care for Films."

In the Meantime Send Me Your Damaged Films

Until we reach the point where the printer's "boy is on the way," we will gladly clean, repair, patch, mend and otherwise *fix* your industrial film—and we won't charge you a cent. Pay the expressage—that's all we ask. And if you can find anything in this for me, tell me and I'll split with you.

We Take Industrial Motion Pictures Seriously

That's why we've developed I. M. Ps.; why they are no longer toys; why they are the most elastic; most efficient, most powerful, and most widely circulated advertising and selling medium in the world. That's why the Universal guarantees circulation.

A Picture in Your Vault Is Like Money Under the Mattress

If you have a film that has never seen the light since you signed the check for it, write us about it. We can give it any circulation you want—reach any section or class you say. About your damaged films—send them, and write me to that effect—that's all. No charge—no obligation. Address them to me.

Harry Levey, Manager, Industrial Department

UNIVERSAL FILM MANUFACTURING COMPANY

Largest Producers and Distributors of Industrial Motion Pictures in the Universe.
Studios and Laboratories—Universal City, Cal., New York, N. Y.

1600 Broadway - - - - - New York

In St. Louis
The Star was
of all five
to Gain in
Advertising

*In Local Display and in Total Paid
The Star in 1918 printed More Advertising
six days a week than the Globe-Democrat,
the Republic or the Times.*

*The Star's increase in National
Advertising for December was in
excess of 100%.*

*A Service Department that really
serves.*

in 1918
the Only one
newspapers
Total Paid
over 1917

The Star's splendid advertising and circulation records for the past three years must command the attention and interest of advertisers everywhere.

Foreign Advertising Representatives:

Story, Brooks & Finley

CHICAGO

NEW YORK

People's Gas Bldg. Fifth Ave. Bldg.

PHILADELPHIA

Colonial Bldg.

—don't say Paper
Say "STAR"

STAR NEWS SERVICE

Thirteen and a Half Millions

In 1918 The New York Times published 13,518,255 agate lines of paid advertisements—a gain over 1917 of 992,357 agate lines—a greater volume and a greater gain (Help and Situation Wanted advertisements excepted) than any other New York newspaper.

The New York Times excludes all advertisements of a doubtful or questionable nature.

The New York Times

"All the News That's Fit to Print"

Canadians' Strong Programme

War Has Awakened the Dominion to Realization of Her Industrial Power

By Harold C. Lowrey

CANADA is rapidly swinging back from the super-industrialism of war time to the normal activities of peace time. In the transition many stupendous problems are being uncovered, the solutions for which offer many baffling obstacles, yet one by one they are being solved in ways that are quite satisfactory when the difficulties opposing are understood.

The Federal Government has been wide-awake and has taken quick action to put in motion the machinery designed to bring to Canada replacement business in sufficient volume to take up the slack occasioned by the cessation of munition making. The Canadian Mission established some time ago in London, following a similar establishment at Washington, is putting up a stiff fight for business for Canada. Lloyd Harris and Frank P. Jones, two of Canada's more prominent captains of industry, are prime movers in the Commission and are engaged in the larger effort of selling Canadian production direct to the various European governments and securing from them bulk orders for distribution in Canada along the lines worked out by the Imperial Purchasing Commission, though in this case the allocation of the orders will fall to the Canadian Trade Commission at Ottawa.

Canada is making strong representations to Great Britain to have the essential manufactures, obtained from neutral countries before the war, which have been specially manufactured in Canada during the war at the urgent request of England, still manufactured in Canada and not, now the war is over, restored to neutral producers.

The free-trade policy of Great Britain may have an adverse effect upon this proposal for inter-Empire preference yet it is quite

probable that the essential industries will be developed within the Empire, though many hope for an exclusive arrangement. Canada already has booked huge lumber orders, and there is a tremendous demand for Canadian canned vegetables. These two lines are but the beginning, for the Canadian Mission will not be content with anything less than an adequate share of the reconstruction business.

Canada is meeting with keen competition from British and American manufacturers and has found itself handicapped by import restrictions, shipping control and financial and exchange situations in common with its competitors, nevertheless considerable progress has been achieved. It is hoped the early release of shipping for inter-Empire trade will give Canada an advantage. Already negotiations are well developed with Belgian and French interests and much has been done to secure a share of the Balkan business. The outlook for Canada getting a goodly portion of the overseas business is bright. The wonderful advertising given Canada by her indomitable army is now showing its pulling power.

CANADA'S PUBLICITY IN EUROPE

The Canadian Department of Immigration and Colonization is alert to the possibilities and has already despatched a staff to take advantage of the present interest in things Canadian. Moving picture films, showing Canada scenically, industrially and socially, which have been quietly prepared with the end of the war in view, are now being shown in England by the Department's own lecture staff. A campaign to interest prospective and desirable settlers in Canada has been carefully planned and is now being put into operation. This Department, by the way, is the one which first

used advertising in the modern commercial method. The lesson it learned away back in the '90's" has never been forgotten and the present alertness of this Department is attributable to its keenness for advertising efficiency.

Domestically, Canada has found the unemployment question more of a myth than otherwise, so much so, that many industries are crying out for more labor. During the intense munition-making period, a great many of the industries which flourished in peace times were either closed or so dormant that little labor was required. Now the situation is reversed, these industries have sprung back into their former activity and are eager to get labor.

ACTIVE BIDDING IN LABOR MARKET

The railways of Canada want men and want them immediately. More than 8,300 men are required over and above the 15,200 railway employees now overseas who will be given back their old jobs. In addition, to this immediate need, Canadian railways will require for 1919 more than 34,500 men. The Steel Company of Canada, Canadian General Electric, Massey-Harris and other large industrial concerns are advertising for help. The shipyards are going ahead full blast and more retail establishments are opening up. The suspended operations on the new Welland Canal are to be resumed immediately, contracts for many millions of dollars have already been let on Section Three.

Good Roads are absorbing the attention of the Government and a commission, headed by "Good Roads" Campbell, is now at work on the problem of getting better roads built immediately throughout Canada. A National Highway across Ontario will be the first link and the route is now being chosen and made ready for building operations in the spring. H. J. Daly, general manager of The National Cash Register Company of Canada, has been made Director of the Bureau for the Repatriation and Employment of soldiers. W. H. Greenwood, late

of the educational department of the Canada Food Board has been appointed to take charge of the publicity work of Mr. Daly's Bureau. Governmental Employment Bureaus are being established from coast to coast in order to facilitate the transition from military work to civil and from munition making to peace production. Questionnaires sent out to all large employers of labor asking for information as to their requirements as of December 1, 1918, and forward are just now coming in. There is a heavy demand from the lumber camps and from the mining districts.

WAGE SCALE DISPUTES STILL TO BE SETTLED

Perhaps the most serious element in the transition is the question of lowering wages. It is quite apparent that the abnormal wages paid for munition making cannot be continued, yet, any attempt to lower wages prior to a reduction in the cost of living will be a very serious matter. Wages will have to come down if living is to be cheaper, for labor is the second factor in determining the cost of the very goods on which lower prices are now demanded. Unless labor takes a more lenient view, it may force a period of unemployment in order to restore economic equilibrium. On the other hand, the situation may be adjusted by a revision of the gold standard.

Advertisingdom has already felt the impetus peace has given to Canada's industries. Many new advertisers are getting into the limelight while most of the old advertisers are coming back harder than ever. British advertising will soon appear in the Canadian press if the cabled enquiries from overseas are any indication. The present indication for 1919 is one of considerable promise especially in view of the prospective business now before Canadian manufacturers. South America, Antipodes, Siberia, Russia, and all Europe are asking for Canadian goods. It looks like a busy year for everybody.



Foldwell

for Display Sales Letters

Few men can write sales letters which enable the prospect to visualize the merchandise or service that is offered. Vivid descriptions and detailed specifications are never as impressive as pictures.

Circulars, folders and envelope enclosures are excellent as units in a mail campaign—but not as “assists” to sales letters. There is too much risk of the two being separated.

The Advertising Letterhead enables you to write your sales message on page one—and to visualize on pages two and three. Your appeal can be thus presented pictorially with as much spread as in a broadside folder.

Foldwell Coated Writing is specially adapted to Display Sales Letters—is produced for practically this purpose. Let us show you how others are successfully using Foldwell Coated Writing—a card will bring our portfolio Opening Up New Possibilities.

Chicago Paper Company
816 South Wells St. Chicago, Ill.

Editors Can't Uplift the People

THE DAVID GIBSON COMPANY
CLEVELAND, Dec. 31, 1918.

Editor of PRINTERS' INK:

Let me add my protest to the suggestion of B. C. Forbes that advertisers act as censors of the news and editorial columns of all publications.

For any large number of advertisers to act on such a suggestion would put all advertising under a cloud of popular disfavor, and we would have readers buying publications from which all advertising was excluded. Even under present conditions, there is a selling argument, which appeals to some readers, in the fact that a paper contains no advertising.

Newspapers and magazines cannot be cleaned up by advertisers.

As we get a more intelligent citizenship we will get better publications. The editors are about as good as the people will allow them to be.

WILLIAM A. FEATHER,
Secretary-Treasurer.

Opportunities for Advertising of Securities

CENTRAL MAINE POWER COMPANY

AUGUSTA, ME., Dec. 26, 1918.

Editor of PRINTERS' INK:

I was much interested in the article on page 73 of the December 19 issue of PRINTERS' INK in regard to the Byllesby plan of advertising preferred stock—and I believe that a very considerable number of your other readers will be interested also.

I should like to see a good deal more matter in PRINTERS' INK in the future about security advertising. The magazines and newspapers are making a steady play for advertising of this character. Perhaps the reason they are not getting along any faster with it is that so little is known about security advertising and it is so difficult to make it profitable.

It seems to me that some educational articles along this line might do a lot to develop security advertising.

CENTRAL MAINE POWER COMPANY,
P. H. WHITING.

Where Woolworths Sell 15 Cent Goods

H. T. Parson, vice-president and treasurer of F. W. Woolworth Company, in a letter to PRINTERS' INK explains why it is that some of the company's stores sell fifteen-cent goods. Says Mr. Parson:

"The only territory in which we have a fifteen-cent price is Canada and west of the Missouri river in the United States. All points east of the Missouri river are strictly five and ten cents."

The fifteen-cent line is carried west of the Missouri river because of the higher freight rates that prevail there.

Aside from this Mr. Parson states most positively that the company has no intention of abandoning its ten-cent limit.

What Are "Trouble-Breeding Publications?"

THE ALLIED PUBLICITY BUREAU
CLEVELAND, Jan. 2d, 1919.

Editor of PRINTERS' INK:

Personally, I see very little to get enthusiastic about, and very much to become alarmed over, in B. C. Forbes' recent talk on using so-called "Trouble-Breeding Publications."

In the first place, what does he mean by "trouble-breeding"? My own guess, after reading his speech, is that he means any publication not entirely in accord with the established social, business and financial order. If he refers to any publications printing articles which, in his opinion, or in the opinions of individuals with appropriations to spend, might seem to be un-American, then the gentleman is playing with fire indeed.

I am not one of those who have any delusions about a free press. Barring Germany, and possibly one or two other lesser countries, there is not another country in the world with a press less free than this country of ours. Already the advertiser controls the American press more than is good either for him, the public or the press.

Mr. Forbes, and satellites, ought to look into this recent fuss in Europe and, if possible, try to find out what the war was fought for. It certainly was not fought for the perpetuation of any such ideals as expressed by him.

GEO. H. COREY,

Representing

The Allied Construction Machinery Corporation, New York.

The Lakewood Engineering Company, Cleveland, Ohio.

The Thew Automatic Shovel Company, Lorain, Ohio.

The Parsons Company, Newton, Iowa.

The Hydraulic Pressed Steel Co., Concrete Form Dept., Cleveland, Ohio.

The Barber-Greene Company, Aurora, Illinois.

The Clyde Iron Works, Duluth, Minn.

The Cleveland Railway Supply Co., Cleveland, Ohio.

The Equipment Corporation of America, Chicago, Illinois.

The Austin Manufacturing Company, Chicago, Illinois.

The Austin-Western Road Machinery Company, Chicago, Illinois.

The C. H. & E. Manufacturing Company, Milwaukee, Wisconsin.

The Allied Sugar Machinery Corporation, New York.

Price Is \$735

CHEVROLET MOTOR COMPANY
NEW YORK, Dec. 31, 1918.

Editor of PRINTERS' INK:

Somehow a mistake was made in your article relative to the price of one of our models.

Model "Four-Ninety," which you say is now listed at \$490, really is listed at \$735 f.o.b. Flint, Mich.

J. H. NEWMARK,
Manager Advertising Division,
General Sales Department.

Today's Housewife

Is Essentially a Magazine of Practical Departments

Because it prefers to serve rather than entertain.

Because serving the reader, best serves the advertiser.

Because facts are often as strange as fiction and can be made as interesting.

Because TODAY'S HOUSEWIFE wants to become more and more an institution in the family, not merely "something to read."

Because in departments more "meat" can be concentrated into a limited space.

Because useful information is what our 600,000 substantial women, selected with great care, prefer.

Because there are far fewer good, practical papers than those with a fiction appeal. It is easier for publishers to supply stories and secure a transient, fiction-loving following.

Because serious-minded subscribers form a more permanent and in every way better public for advertisers than an equal body of frivolous, entertainment-seeking women.

No More Important Magazine Has Ever

THREE days after the signing of the armistice, the editor of the Railway Age, Samuel O. Dunn, was in American headquarters in France and was given access to the material for an intimate history of the American railway forces in the Great War. The article takes 17 pages, but the map alone of the lines of communication in France with the railroad lines used in the advance into Germany would be of supreme interest even with no text accompanying it.

While in Europe, Mr. Dunn was afforded an opportunity to study at first hand the railway supply export field, and has written an article which is published in the Annual Review Number of the Railway Age which deals with facts not theories, describes actual conditions, is a mine of accurate information.

Washington has been the storm center of railroad affairs in the past year. The Washington editor of the Railway Age, Harold F. Lane, has followed day by day and week by week the developments that have taken place there. He has been able to separate the chaff of politics from the wheat of actual achievement and has summed up "one year of government control of railroads" in masterly fashion.

Simmons-Boardman

NEW YORK

CHICAGO

**Railway Mechanical Engineer
Railway Signal Engineer**

Railway Age

Issue of a Technical Been Published

The motive power and rolling stock problems of the railways are of vital importance to the supply industry, to the manufacturer of railway supplies and to the shipper. Not over 13 per cent of the 100,000 cars ordered by the government have been delivered. What is the significance of this fact? What have been the developments toward standardization? With a staff that keeps personally in touch with the mechanical officers of every important railroad in the country, it has been possible not only to compile statistics in regard to car and locomotive building, but to discuss the situation in a broad, comprehensive manner which interprets as well as describes.

Roughly, twice as much railroad mileage was abandoned in 1918 as was built during that year. What does this mean to contractors, to engineers and in the development of the country? The civil engineering staff of the Railway Age can speak with authority.

Never in the history of any industry have conditions been so complicated as in the railroad situation in the United States. Never has there been attempted so complete a picture of a vastly complicated situation as is given in the Annual Review Number of the Railway Age.

Publishing Company

WASHINGTON

CLEVELAND

Age

Railway Electrical Engineer
Railway Maintenance Engineer

Suggests All Imported Goods Be Identified

ART METAL CONSTRUCTION CO.,
JAMESTOWN, N. Y.

Editor of PRINTERS' INK:

The National Trade-mark and "Mr. Buyer, It's Up to You" are pregnant subjects of the day.

In lieu of a national trade-mark, why not license the use of the words, "Made in U. S. A.," "Made in America" and similar expressions?

And in this way: the manufacturer of every product branded to show it was made in this country, must prove that, not only was it made here, but that the business is 100 per cent American. This would be accomplished by an Act of Congress creating such a law, with proper penalties; and an office, for its maintenance, similar to what we now have in the Alien Property Custodian.

Mr. Soule grows righteously eloquent in his famous editorial that "Mr. Buyer, It's Up to You." Precisely. But, Mr. Buyer has financed this war; Mr. Buyer has given his blood and his blood relations to win it. (Even as you and I.) Surely, Mr. Buyer is entitled to adequate protection in the commercial field.

The pros and cons of the above suggestion are too numerous to discuss in this letter. Supposing the law to read that all products imported into this country must be branded with the place of their origin. The products of our Allies would suffer no hardship; in fact, they would be actually helped, as the tendency to buy imported goods is a great one, as we know. But when the product bears that "Made in Germany." !!!

It's all right to put it up to Mr. Buyer; but the putter-up must remember that the economic motive is far, far greater than the patriotic.

If the Hun has his government behind him to capture trade, why, at least cannot the American have the Government behind him to protect him—manufacturer and buyer alike?

E. P. SYRCHER.

Returned Soldiers to Run Co-operative Stores

According to a report that comes from Canada, a chain of co-operative stores will be formed in the Dominion by returned Canadian soldiers. It is planned to have the stores established in all the large centres for the benefit of returned or honorably discharged soldiers. The stores will be small and will carry a general line of goods after the style of country stores.

Killough with "Literary Digest"

T. Lester Killough has joined the advertising soliciting force of the *Literary Digest*. He was formerly with the *Philadelphia Public Ledger* and the *Review of Reviews*, New York. More recently he has been in the Government Secret Service.

Tobacco Counters in Men's Furnishings Stores

Retail clothing and furnishing dealers generally do not favor the idea of establishing counters in their stores for the sale of cigars, cigarettes, etc., an innovation which proved to be such a success in the branch of the Weeks & Anderson Company, at the army training camp in Syracuse, N. Y.

At the encampment the Weeks & Anderson Company had such a remarkable business on those articles, it is reported, that it is now planned to open a similar department in their main store in that city. It is planned to move the collar department to the rear of the store and open a tobacco counter near the entrance. The company pointed out that, while collars are purchased by the average man every two or three months, tobacco is bought in some form almost every day, thereby bringing a greater number of prospective buyers of general merchandise to the premises.

New York retailers, however, say that the principal reason why the establishment of stands in the stores here would not prove to be a success is that there are a sufficient number of tobacco stores in the city now to supply the demand, and, furthermore, it would be impossible to sell these goods at the reduced prices which prevail during normal times in the stores of the larger tobacco companies, which, in addition to underselling their competitors, attract customers by offering premium coupons.—*Mens' Wear*, New York.

Chain Stores Find It Pays to Close Noon Hour

The Fisher Bros. Company, which operates seventy-three neighborhood groceries in Cleveland, recently announced its stores would be closed every day from 12:30 until 1:30 during employees' lunch hour.

"The reason for the change," explains M. F. Fisher, president of the firm, "was the realization that during the former hours from eleven to two p. m., our stores were seriously undermanned, making it impossible to give proper attention to customers, and were also unsatisfactory to the employees. Furthermore, the constant presence of the manager during the hours the store is open for business insures proper supervision and discipline. The lunch hour selected, twelve-thirty to one-thirty, is usually the dulllest hour in retail establishments. The change met with instant approval of our patrons and is working satisfactorily to all concerned."

Quebec Fruits to be Advertised

The Pomological and Fruit Growing Society of Quebec have decided to inaugurate an advertising campaign to popularize Quebec fruits. The campaign will be primarily directed at Quebecers and will come in advance of the 1919 marketing season.



Rely on this Label

MANY advertising men and printers have a mistaken impression that Mill Bristols can be used only along certain limited commercial lines. It is because they are not familiar with

DOVE MILL BRISTOLS

in all of their various grades and tints

—And thereby they are missing a great deal of practical, professional help which should be theirs. DOVE MILL BRISTOLS are made by the originators of Mill Bristols and are the standard of quality for America in this branch of paper making. Their use frequently secures that desired “unusual” tone in advertising and artistic printing.

Get samples from your jobber or direct from us and discover this fact for yourself.

George W. Wheelwright Paper Co.
BOSTON, MASSACHUSETTS



DOMINAT

THE present series of Tuxedo car cards form an in effective display by the sheer force of arrangement. The size are so arranged that the features instantly suggest "Your Nose Knows."

The idea of the blindfolded head, suggested by the Streetcar sign, beginning of the "Your Nose Knows" campaign, is used in advertising. On the recent set of car cards the expression is right on the blindfold, developing this device to the point of

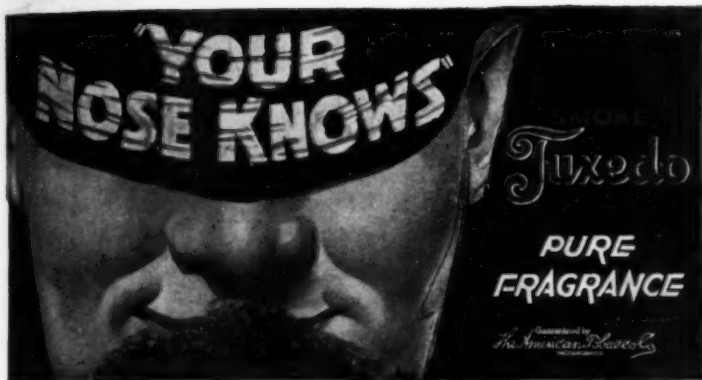
The designs reproduced here were adapted to the board

STREET RAILWAYS DVE

CENTRAL OFFICE
Borland Bldg., Chicago

HOME OFFICE
Candler Bldg., New York





NATING

form an interesting study in the possibilities of arrangement. These blindfolded heads of heroic instantly and dramatically flash the basic mes-

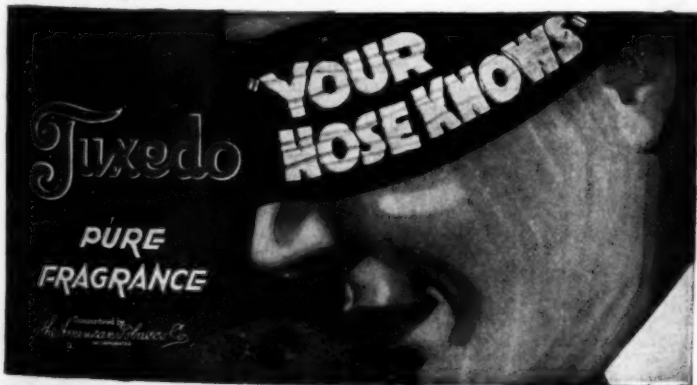
by the Street Railways Advertising Co., at the beginning used consistently throughout the Tuxedo expression "Your Nose Knows" was incorporated to the point of practical Trade-Mark value.

o bill-boards and other uses.

S ADVERTISING CO.

OFFICE
g, N. York

WESTERN OFFICE
Monadnock Bldg., San Francisco





BUILDERS *of* AMERICAN BUSINESS

**WM. A. VAWTER, PRESIDENT OF THE
BAKER-VAWTER COMPANY**

"I read **SYSTEM** each month with great interest and find it a clearing house of suggestions and ideas invaluable to any man who wishes to keep abreast of modern business methods."

Wm. A. Vawter

NUMBER CLVII in the series of portraits of readers of **SYSTEM**

France in Great Need of Our Help

Lack of Resources Will Prevent Government from Making Immediate Progress—A Business Paper Man's Survey of the Situation

"THE great problem of reconstruction in France will not soon be solved," said W. W. Macon, managing editor of the *Iron Age*, who went abroad with the party of business paper editors several weeks ago, at the invitation of the British Government, and has just returned to the United States.

"The French Government does not appear to have made any plans to that end," he continued, in talking to a representative of PRINTERS' INK, "and if it had, it has no money to carry them out. The war has exhausted the resources of the Republic and has so absorbed the attention of its statesmen that it is as little prepared for peace as it was for the great struggle into which it was plunged four and a half years ago.

"The conclusion to be reached from the situation is that that part of our business community which has been emphasizing continued trade activity on account of the needs of reconstruction must revise their estimates. Many of the towns will probably never be rebuilt; at least, until it is made necessary by revived industries and agriculture. When you take into consideration that in some of these places there are not even standing walls of stone or brick-work of any kind left, you can get some idea of their utter desolation.

"One of the first things to be done is to restore the coal mines around Lens, a city of endless unroofed buildings. The pumping out of the flooded workings, the repairing and replacing of machinery and apparatus, will require from two to five years. Before the war France consumed 65,000,000 tons of coal annually, of which her mines produced 41,000,000 tons. To bring back production to normal is going to take a long time. Industries cannot re-

sume unless there is a plentiful supply of coal.

"Moreover, many of the plants have been wrecked beyond repair. If they are ever rehabilitated, and some never will be, it is going to require considerable capital. The question is where is this capital coming from? Unless the manufacturers of France can obtain credit or working capital at once it will be years before the country can gain anything like its former position among industrial nations.

"In rebuilding the devastated areas of France and Belgium, 50,000,000 tons of iron and steel, so the experts claim, will be required during the next five years. In the Briey region of Lorraine, held by the Germans, the blast furnaces were left substantially intact on their evacuation, but the open-hearth furnaces were wrecked. Before the war Germany, exclusive of Luxemburg, obtained 74 per cent of her ore, or 21,000,000 tons annually, from the annexed portion of Lorraine. This is equivalent to 7,000,000 tons of pig iron. The relinquishing of Lorraine by the Germans will, of course, give to France this additional supply for her own uses. It is probable that on the basis of her own ore, including that of Lorraine, she will be on a 12,000,000 ton footing, at least in point of capacity.

LAND IS CHURNED UP FOR MANY FEET

"From an agricultural viewpoint the outlook is discouraging. The restoration of the land in the shell-torn districts is a serious problem. The country over vast areas has been churned up to great depths. Clay and chalk have been brought to the surface by the explosions of shells, thus burying the productive top soil. In the ground are to be found thousands of tons of exploded and unexploded shells.

To bring back this land to anything like its former condition will be a long and costly job. Some of the villages in this region had outlived their usefulness and will not be rebuilt. I can see no immediate prospect of the redemption of the country from its desolation.

"In both France and England there is wide labor unrest. Everywhere there is a fear of Bolshevism. The effect is such that demobilization is proceeding slowly. Much useless work is being done in Government plants and will continue for months to come. The cost of this waste of material, time and energy is evidently regarded as immeasurably less than the cost of an outbreak of anarchy. Some British manufacturers would like a release from Government control and thus to push conversion to peace-time pursuits, but those in power are believed to have a broad viewpoint and will loosen the reins when possible.

"A Government programme for building 500,000 homes is expected to help in the transition to normal occupations. Shortly after the armistice was declared the shipyards devoted to warship construction began to focus on mercantile marine needs. The iron and steel industry counts on continuing to pay more or less indefinitely the present high wages, but a serious situation will arise if labor leaders either cannot see or cannot convince their followers that a further advance that has been talked of savors of strangulation."

Back from Liberty Loan Work

S. Davis Levin, who has been identified with the copy division of the Liberty Loan Committee since February, 1918, has returned to his former connection with the copy department of Collin Armstrong, Inc., New York.

Chase & Sanborn's Sales Manager in Canada

J. B. Coffey, formerly representing Chase & Sanborn, Montreal, coffee merchants, in British Columbia, has been appointed sales manager of this firm to succeed the late John R. Simpson.

Better Advertising by Banks Needed

WHOSE money is to finance the great operations of the post-bellum period? Millions of returning soldiers must be put forthwith at work. War factories must be turned into peace industries. A great new merchant marine must have goods manufactured for it to carry. Public improvements and suspended projects of all sorts must be provided with capital. Can we do all this without radically changing our promotion policies?

It will not be the working capital of the banks which will supply the unprecedented requirements of the reconstruction period. It will be the working capital of the masses, the same money that is financing the war. *Bank deposits* will be needed to do it. Greater standards of deposit growth will be necessary. Bank depositors must be multiplied by a large factor and the financial power of present depositors developed. The Government discovered that once the nation learns to save and conserve there is no bottom to its purse. But mark you, when war needs are over *the propaganda which induced these wonders will cease* and there must be something to take its place—something better and more efficient than the banks of the nation, as a whole, have ever done.

There must be a new school of financial publicity with intensive education and inspiration as its keynote. It must hold in stimulation forty million minds. Every form of impotent publicity must be thrown into the discard.—*The Financier*.

Colorado Hotel to Advertise

Robert A. Turner has been appointed advertising manager of the Hotel Broadmoor, Colorado Springs. A magazine and newspaper advertising campaign is being prepared. Mr. Turner, for the last two years, has been general publicity agent of the Florida East Coast Railway, with headquarters at St. Augustine, Fla.



Over 800 Advertisers

Perhaps you, too, can profitably advertise your product to the textile manufacturing industries, as over 800 separate industrial advertisers are doing in this week's issue (January 11th) of Textile World Journal. Why not put it up to us for an opinion?

Textile World Journal

MEMBERS

Audit Bureau of Circulations

Associated Business Papers, Inc.

New York

P. I. as "Propaganda"

Evidence Supporting the Contention That New Advertisers Are Made,
Not Born

ELGIN SILK WAIST COMPANY
PHILADELPHIA, JANUARY 2, 1919.

Editor of **PRINTERS' INK**:

Thanks for the information which you have so kindly given me. I certainly appreciate it.

I can say that in all frankness **PRINTERS' INK** converted me from an advertising skeptic to an enthusiast so that for the last three years I have been spending \$50,000 a year on the "dope" as the beginners call it—and although that may seem small to you it's more than anyone else in the wearing apparel—waists—does.

ELGIN SILK WAIST CO.
William Goldstein.

Mr. Goldstein, by his letter, suggests to us an interesting problem: how are men "converted"? Everybody knows that example is better than precept in driving home any sort of truth; and this letter (taken in connection with many others like it which we have received one time and another) would seem to indicate that the same thing is true of building up faith in the power of advertising. The stories of the skilful use of advertising which appear in **PRINTERS' INK** are not intended primarily as "propaganda;" they are intended to contribute useful data from the experience of one advertiser which may be successfully applied by other advertisers in various lines. It is only natural, however, that this sort of testimony should be the most powerful argument—based as it is on an unprejudiced recital of hard fact—for the manufacturer who is hesitating on the brink of using advertising.

At a dinner given at the Waldorf-Astoria, New York, October 31, 1905, in honor of George P. Rowell, the founder of **PRINTERS' INK**, Frank Presbrey, at that time president of the Sphinx Club and a well known advertising agent, in speaking of the guest of honor, said:

"During the period of your active business life advertising has developed from a timid, unsystematic, hope-it-will-pay-me venture

into one of the greatest commercial certainties whose aggregate measured in dollars, is next in volume to the banking and insurance business of the country. In this wonderful development the one man who has ever been a dominating factor, whose personality has always stood for advancement and progress, who has always been on the firing line of controversy and discussion, is George P. Rowell. Through the columns of your **PRINTERS' INK** you have exercised a greater influence on the general subject of advertising, have developed and made more new advertisers than any other man who has ever lived. If credit is due to him who makes two blades of grass grow where one grew before, you, our honored guest, are entitled to the respect, the admiration and the esteem of every man here to-night, and of every man engaged in advertising or publishing in the United States."

Added to Staff of George Enos Throop, Inc.

Albert H. Hancox and Albert R. Frawley, both of whom have been salesmen for the Thos. Cusack Company, have joined the selling staff of George Enos Throop, Inc., Chicago.

George D. Steele in New Work

George D. Steele, formerly editor and manager of *Better Roads and Streets*, Dayton, Ohio, has been appointed advertising manager of *Municipal and County Engineering*, with headquarters at Chicago.

J. B. Pinkham With Hearst in New York

J. B. Pinkham, formerly business manager of the *San Francisco Examiner*, has joined the advertising staff of the *New York American*.

Joins Moore Press

H. A. Falk has been added to the staff of the Moore Press, Inc., New York.



Use the Main Entrance to Rhode Island ~

—to introduce and move your merchandise.
The prestige and influence of—

The Providence Journal

DAILY AND SUNDAY

The Evening Bulletin

have become international since the beginning of the War—tho' for nearly a century they have stood pre-eminent in their field.

Advertisers expressed confidence in the pulling power of these great newspapers to the tune of over 12,000,000 lines of paid advertising in 1918—placing them among the very foremost in total volume of advertising.

There's but one "Main Entrance" to Rhode Island, but one way of reaching the majority of folks within this thriving community (including a slice of Massachusetts) of 750,000 people—

19½¢ a line week-days, and 10¢ a line Sundays
buys the combined circulation that will do it!

Representatives

CHAS. H. EDDY CO.

1 New York

Boston

Chicago

—and now that Peace together to make 1919 Automobile Industry

THOUGH the old year, the most trying, perhaps, in American history, has passed, it has carried with it a record of achievement, sacrifice and service on the part of the automobile industry that time can never efface.

THE manufacturers who almost over night placed their great factory organizations on a 100% war basis without a thought of inconvenience or loss—the dealers who suddenly found themselves with nothing to sell, many of them losing everything but their faith in the future—the car owners who cheerfully accepted the many restrictions placed upon them—all did their share with the same true spirit of Americanism which history will show contributed directly to the quick and decisive results which terminated the war.

TODAY we face in a new direction. A year brimful of great possibilities lies before us—a year in which the automobile industry will reap a reward for its sacrifice.

IT HAS been our privilege as a newspaper to enjoy the confidence of automobile men wherever The North American is read. Last year The North American's campaign, "The Motor Vehicle Is a Necessity," was run at a time when the industry needed real sup-

*1918 Completed the Twelfth Successive Year of
play Automobile Advertising in Philadelphia. The*

THE NORTH

New York Office: SERAPHINE & McDEVITT, 347 Fifth Avenue
Chicago Office: KNILL-BURKE, Inc., 468 Peoples Gas Bldg

***is certain, let us all pull
the greatest year the
has ever known.***

port, and it met with universal approval. This fact is shown most conclusively by the year just ended being our twelfth successive year of leadership in automobile advertising in Philadelphia.

DURING the war all our editorial discussion with regard to automobile legislation upheld the industry and supported public opinion. In 1910 when motor trucks were striving for recognition we inaugurated the first economy truck run ever held, the trucks traveling from Philadelphia to Atlantic City, where a show was held on the pier and prizes awarded for the greatest economy of operation during the trip. The effect of this run was an immediate stimulus to the truck industry, as shown by numerous letters of commendation from manufacturers and dealers.

TODAY the Barney Oldfield page of the Sunday North American is recognized by motorists to be the most informative and helpful feature printed anywhere. Hundreds of questions from owners are answered every month without charge or obligation.

WE LOOK forward to the new year not only with a greater newspaper than we have ever had before, but with a determination to lend our efforts toward making 1919 the greatest year the automobile industry has ever known.

***THE NORTH AMERICAN'S Leadership in Dis-
Figures in 1918 Totaled 413,163 Agate Lines.***

**AMERICAN
PHILADELPHIA**



What Would New York City Do Without Its Telephone Directory?

The Post Office uses the Telephone Directory as an aid in delivering and directing letters.

The Express Company uses it to bring consignment and consignee together.

You and every other telephone user in the city use it many times every day to get telephone numbers—to the tune of two and one-half million times a day.

The New York City Telephone Directory has been rightfully termed "The most used and most useful book in New York."

And it's as useful in building business for advertisers as in getting telephone information for telephone users.

Can we supply you with information concerning the next issue?

Advertising Forms close January 28th.

NEW YORK TELEPHONE COMPANY

Directory Sales Department

15 Dey Street, New York City

Telephone Cortlandt 12000

Turning Complaints into Orders

How Some Big Companies Make Capital Out of Seeming Difficulties

By C. A. Eddy

THE man who can most skillfully turn complaints into orders is a big factor in the success of any business. The bigger the house the more extensive its business, and the more such complaints are liable to occur.

One big company, realizing this, has made a chart for the use of its correspondents. On this chart are listed the objections which are liable to come up, together with the answers to these objections. The correspondent uses this chart as a guide for answering complaint letters, but is instructed to use his own judgment in connection with it. There are cases coming up from time to time which cannot be foreseen, but the chart covers, in the main, those objections which the company frequently meets.

The sales manager of a big automobile company found that some of his dealers were losing sales because a rival company was advertising in a certain territory the gasoline-saving feature of its car, to the exclusion of everything else. As a matter of fact the saving in fuel would only amount to a few cents weekly, but rival salesmen did not seem to get this point. Complaints from dealers flooded headquarters.

To offset this, the company offered a bigger, more comfortable car, with far better material; a total advantage amounting to a great many dollars. Dealers selling this car, however, had let rival dealers advertise something which meant only a few cents saving; overlooking entirely the bigger advantages. The sales manager, in a strong letter, pointed out these facts to every dealer; told what to advertise, the big points to consider and not to let the saving of a few cents stand in the way of the saving of many dollars.

In his letter he said, "You are

becoming unduly excited over the recent advertising of the Blank Company. It is putting out advertisements stating that its car will save a gallon of gasoline in a blank mile drive. It is making a big point on this one subject. If you stop and consider for a moment you will see that the actual saving represented even using its own figures is only a few cents weekly. In a whole year it would only total about three dollars. But to gain this apparent advantage buyers are asked to pay for a smaller, lighter, cheaper finished car. Our car is bigger, more comfortable and better looking. The sum total of these advantages to the buyer is ten times the saving of the small amount of gasoline which the Blank Company advertise can be saved with its car. Look the facts squarely in the face and don't be blinded by such advertising."

The result was that the dealers got on the job, and were able successfully to combat their competitors' advertising with real sales talk and facts to back them up.

MEETING CHEAP COMPETITION

One of the problems of the sales manager of a big scale company was to overcome sales of cheap scales sold by competitors. Dealers complained that the scale cost too much money. That it was too big for their counter, taking up too much room. Furthermore, that it was not necessary to make such a large investment in a scale.

The sales manager pointed out that it was only by a large manufacturing volume that the company was able to furnish scales even at present prices; that the advertising value the dealers would receive from this well-known scale would more than off-

set the extra cost, because people coming into the store, seeing the scale on the dealer's counter, would have more confidence in the merchandise. They would know the dealer was not only investing his money in order to give them the very best weighing equipment, but because of the size of the large dial they were able to see easily and quickly the exact weight on the scale, something they could not do with smaller equipment.

It took just such sales arguments as this to convert dealers to buying better weighing equipment. Furthermore, the same arguments were used upon the dealer who had purchased one scale but thought his investment too great to re-order when in the market for new equipment.

Some manufacturers who do not advertise school their salesmen to tell the customer that the cost of advertising must be added to the cost of the goods and that advertised goods are higher in price. In many instances, buyers believe this.

The sales manager of one big company, a national advertiser, met this sort of competition by giving his salesmen full details of the advertising campaign—including facts and figures to back up the advertising. He showed them that while the cost of advertising was added to the cost of the goods, advertising made the goods move faster. Big production necessarily meant lower manufacturing cost and instead of the advertising cost being a burden in reality it lessened the cost to the buyer's advantage.

Furthermore, the company's national advertising campaign meant added reputation to the goods it was manufacturing. Customers preferred these goods because of this reputation, and would have chosen them even at higher prices.

PROVES POINT BY SEEMING AGREEMENT WITH CUSTOMER

In probably no one line of business is it more necessary for the sales manager to be successful in handling complaints than in the printing business. Too many

printers do business on a price basis. The result is that their work shows it.

The salesman for a printing house noted for its high-class work was continually having one of his best customers complain about prices. This customer, whose business was worth a great deal to the firm, carried the idea for a long time that cheap printing would be good enough. The salesman knew that if he could only give one lesson in this the customer would be satisfied with nothing but high-grade work. When his annual catalogue came up, he had the idea of low price so firmly in mind that the salesman decided to try the proposition out. He offered to handle the job without profit by using cheap paper, inexpensive half-tones, etc. In fact, all he intended to do was to turn the work over to a printer noted for his low costs. He made this suggestion in order to retain the customer later provided he was dissatisfied with the job.

The company agreed to this and the work was handled on this basis. The salesman who had previously given them real service in handling the work left it up to the advertising department to handle the job as well as possible. When the book was finished it was plain to be seen that there was something wrong. In fact, there were several things wrong. The make-up showed lack of attention to details and lack of printer's knowledge. The make-ready was poor—the stock was of a cheap grade, and the printing was just about what could be expected.

Of course there was considerable sadness when the book was completed. No one was satisfied with it, but the salesman who had given the company service and high-grade work for years used this book as a point to turn into an order. He took the chance and won out because he knew that cheap work would not satisfy his customer. His sales argument was that you get exactly what you pay for, especially in printing. A short time after the

NATIONAL PETROLEUM NEWS

Published Every Wednesday

Publication Office

812 Huron Rd., Cleveland

402 Coe Building, Tulsa

50 East 42nd St., New York

Unique in oil publishing

—an A. B. C. Audit

THOUGH the oil industry's purchases total into billions and range from fleets of hundreds of motor trucks to thousands of miles of drilling rope and steel pipe—from thousands of gasoline curb-pumps to huge installations pumping a hundred thousand barrels a day—from miles upon miles of wire fence to guard refineries and "tank farms" to trains of tank cars and trainloads of barrels—*yet this vast industry is served by only one A. B. C. paper—*

NATIONAL PETROLEUM NEWS



job is paid for, the price is forgotten but the quality of the book—especially if it is poor—rises up to hit you in the face daily.

This method of handling complaints is not suggested as the best nor as practicable for most firms. It is only an illustration of how one complaint was handled and the method used.

The sales manager of a big tire company is a past master in handling complaints. Every complaint is given his personal attention. He usually starts his letter by thanking people for writing him, and tells them that he knows if they were not interested they would not take the trouble to write. He tells them that his company never knowingly leaves a customer dissatisfied, and that it is ready to go more than half-way in every complaint. He then gets right at the meat of the proposition, and in the end has not only sold the complainant on the company's desire to keep him satisfied, but also has practically made him forget the subject brought out in his letter.

He doesn't overlook the complaint, nor that he sidesteps the subject in his letter, but he does work on the theory that a complaint skilfully handled will bring business and that his job is to see that it is rightly handled.

SKILFUL HANDLING OF COMPLAINT BY CORRESPONDENCE

For instance, a dissatisfied user wrote the company complaining that a set of new tires on a new car had not been at all satisfactory; that on one trip he had had two blow-outs, and that it was necessary for his wife and himself to walk a mile for assistance. He stated that he was a new driver, and furthermore, he thought good tires ought to stand up. According to their advertisements they were the best made and something was at fault.

The sales manager, in answering this letter, took his map and looked up the location of the user. He found that he was in a section with stony, hilly roads, and in some parts the roads were al-

most impassable, due to sharp stones. He secured this information right in his own office. In his answer he thanked the owner for writing him, and said that he realized that he had been greatly inconvenienced. The sales manager stated that he did not blame the customer one particle for writing, but that the latter ought not to feel that in this instance the tires were altogether at fault.

Was it not true that the roads in this section were unusually hard on tires? And was it not also a fact that as he was a new driver he was unacquainted to a certain extent with the conditions?

The sales manager very tactfully brought out these points, and while he agreed with the customer to a certain extent, he left him with the impression that after all the tires did all that could be expected of them; that the company's reputation had been built up because of the real quality and value of the tires it made, and that while accidents like this were bound to happen occasionally, the company was always willing to "make good," and that it was sending two new tires to replace those damaged.

Of course, this letter, together with the replacing of the tires, has been a booster for this company because the user saw the justice of the sales manager's letter and realized that conditions made it impossible for even the best of tires to stand up on those roads.

In turning complaints into orders, it requires not only very careful handling, but your letter must absolutely satisfy the customer. Big concerns have brought this end of their business to the point where dissatisfied customers are few and far between because of their methods of successfully handling complaints.

W. H. Mauzy With Heegstra

William H. Mauzy, formerly with the H. H. Charles Advertising Service, New York, is now associated with H. Walton Heegstra, Inc., Chicago, as space buyer and service manager.

Detroit Sunday News Leads in Circulation

Significant figures compiled from sworn statements of The Detroit Sunday News and its only Sunday competitor covering the six months ending Sept. 30, 1918:

	TOTAL Net Paid Average Circulation Per Sunday
Detroit Sunday News	171,014
Only Sunday competitor	144,812
Lead of Sunday News.....	26,202 (over 18%)

Sunday News Leads in Detroit Still Greater and Growing Fast

The following 1915-1918 figures will show the shrewd advertiser which Detroit Sunday paper provides the most thorough coverage in the vital spot—the local home field.

Averages For Six Months Ending	NET PAID CITY CIRCULATION Sunday News	Only Sunday Competitor	Sunday News Percentage of Lead
Sept. 30, 1915	85,187	67,532	over 26%
Sept. 30, 1916	107,351	76,418	over 40%
Sept. 30, 1917	117,341	90,728	over 29%
Sept. 30, 1918	120,108	80,702	over 48%

Week day News exceeds 214,000—over 90% being in Detroit and suburban territory. Sworn statements of the Detroit week day papers prove The News has more city circulation than all others combined.

**The Advertiser's Opportunity
Detroit and The News
Daily and Sunday—"Always in the Lead"**

Member Audit Bureau of Circulations

Do you want Sales on the Pacific Slope?

To get sales you must get both consumer interest *and* dealer co-operation.

Sunset performs these two services for its advertisers.

Sunset can do this because the situation in Sunset locality is different from other local or national magazines—Sunset readers are more loyal to “their own magazine”—you know the “Coast Spirit of Co-operation.”

Sunset insures this interest and loyalty for its advertisers' benefit by continuous advertising in prominent Pacific Slope newspapers and by continuous advertising and co-operation with dealers.

We have a real story to tell—

—“How to Build Sales on the Pacific Slope”—

May we?

Write, telephone or wire the nearest Sunset representative.

Sunset

THE PACIFIC MONTHLY

SUNSET BLDG., SAN FRANCISCO, CAL.

New York
220 W. 42d St.

Boston
6 Beacon St.

CATALOGS

BROADSIDES—FLYERS—FOLDERS—CIRCULARS

Every manufacturer in the United States is mentally or actually figuring on expansion.

Expansion calls for publicity—periodicals—newspapers—Broadsides—folders—catalogs.

We are manufacturers of paper—paper of every variety—for every use. We are “squaring away” to meet the demand that is coming for the making of the hundreds of tons of paper to be printed and distributed in this and foreign countries during 1919.

Machine Finish and Super-calendered Book, English Finish and Coated papers—light weights a specialty.

Let us know what you are contemplating. Possibly a timely suggestion may be made.

SEAMAN PAPER COMPANY

Chicago
208 So. LaSalle St.

New York
200 Fifth Ave.

PHILADELPHIA BUFFALO MILWAUKEE MINNEAPOLIS
ST. PAUL ST. LOUIS CINCINNATI



MADE IN U.S.A.
U. S. DEPARTMENT OF LABOR

All together—Let's continue production and insure Prosperity.

U. S. DEPARTMENT OF LABOR
W. B. WILSON, Secretary

Bridgeport Newspaper Properties Will Be Merged

In pursuance of a plan adopted at the time of the purchase of the Bridgeport *Post*, *Telegram* and *Sunday Post* by Edward Flicker and Russell B. Whitman three weeks ago, the Bridgeport Post Company, Bridgeport, Conn., last week leased the plant, machinery and good will of the Bridgeport *Standard American*, and in the near future will merge the two properties.

Under the new arrangement George C. Waldo, Jr., publisher of the *Standard American*, will become associated with Edward Flicker, publisher of the *Post*, *Telegram* and *Sunday Post*. Mr. Flicker will be general manager, directing the business of all the newspapers, and Mr. Waldo will be editor-in-chief, handling the news and the editorial side of the paper. Coincidentally with this announcement it was made public that Messrs. Flicker and Waldo have taken charge, as publishers, of the Hartford, Conn., *Post*, an evening newspaper.

Mr. Waldo is the son of George C. Waldo, for over fifty years editor of the Bridgeport *Standard* and later of the *Standard American*. He has been engaged in newspaper work for some time.

Joerns Returns from the Service

Captain Arnold Joerns, of the Air Service, U. S. Army, has been mustered out and has resumed the active management of the Arnold Joerns Company, Chicago. He saw several months of active service at the front and was one of the survivors of the transport *Tusconia*, which was torpedoed and sunk last February.

Last summer Captain Joerns was recalled to Washington and attached to the personal staff of Benedict Crowell, Assistant Secretary of War. As executive officer in the department he was charged with reorganizing the business and administrative methods of the several departments and bureaus of the War Department.

Harry A. Earnshaw in the Printing Business

Harry A. Earnshaw, advertising manager of the Stone-Ordean-Wells Company, Duluth, Minn., since 1911, and editor of its house organ, "Ginger," has gone to Boston as part owner and vice-president of the Everett Press, Inc. His principal partner will be Edward Randall, who has been owner of the Randall Company, printers, of St. Paul.

Mr. Earnshaw joined the Stone-Ordean-Wells Company in 1908 as traffic manager. He was previously assistant to the president of the American Carbide Company, Duluth.

With Vulcan Soot Cleaner Co.

George H. Corey, who has been manager of the copy department of the Allied Publicity Bureau, Cleveland, has become assistant sales manager of the Vulcan Soot Cleaner Co., Du Bois, Pa.

Lays Aside Khaki to Return to "House & Garden"

Lewis E. McConnell, Jr., after fifteen months in the Service, has resumed his connection with *House and Garden*, New York, as manager of the real estate, kennel and poultry departments. He served four months with the Franco-American Ambulance Corps and seven months with the Motor Transport Department of the American Red Cross in France. Later he entered the Central Officers' Training School at Camp Lee, Va., graduating as a Second Lieutenant of Infantry.

Walter W. Mann, formerly assistant to the advertising counsellor of the McGraw-Hill Company, Inc., New York, has joined the advertising staff of *House and Garden* as a special representative.

Higham Elected to Parliament

Charles F. Higham, European vice-president of the Associated Advertising Clubs of the World, has been elected a member of the new British Parliament by a majority of over one thousand votes.

Mr. Higham was born in England, and received his early advertising training in this country. His election to Parliament is said to be the first instance of a man being chosen to this body who is, first and foremost, an advertising man. He handles the British advertising of Victor talking machines, Goodrich tires and many other American products in Europe.

"World Retailer" Makes Its Debut

The "World Retailer," a digest of merchandising ideas, is the name of a new monthly publication issued by the merchandising department of the New York *World* for distribution among retailers within the one-hundred-mile zone.

Among similar publications issued by the merchandising departments of metropolitan newspapers are "Co-operator," published by the Chicago *Tribune*; the "Retail Public Ledger," issued by the Philadelphia *Public Ledger*, and the "Link," put out by the Boston *American*.

Half Million Dollar Libel Case Against A. A. C. of W.

The Pan-Motor Company, a Delaware corporation doing business at St. Cloud, Minn., is reported, in the New York *Times* of Sunday to have filed two libel suits against the Associated Advertising Clubs of the World, totalling \$500,000. The suits were filed in Indianapolis Saturday. It is alleged that the A. A. C. of W. published an article charging that the statements issued by the Pan-Motor Company descriptive of its business and business prospects were untrue.

Death of Edwin T. Earl

Edwin T. Earl, publisher and owner of the Los Angeles *Evening* and Sunday *Express*, died at his home in that city Jan. 2. The *Express* was founded in 1871. Mr. Earl launched the *Tribune*, a morning newspaper, two years ago but discontinued it last July because of the high cost of print paper and other material entering into the production. Mr. Earl was regarded as one of the leading journalists of the state.

Geo. M. Slocum Back in Civilian Pursuits

George M. Slocum, publisher of *The Gleaner* and *Michigan Business Farming*, Mount Clemens, Mich., has been released from the Naval Officers' School, Camp Lawrence, Great Lakes, and has again assumed the active management of these two publications.

Tompkins Leaves Rythmodik Company

Merritt E. Tompkins has resigned as acting manager of the Rythmodik Music Corporation, New York. He was previously associated with the H. K. McCann Company, New York, and before that was with the American Piano Company.

Frank D. Livermore Dead

Frank D. Livermore, president of the Livermore & Knight Co., large specialty printers of Providence, R. I., died Dec. 17. He started his business career as an engineer, and soon joined with Richard D. Knight, a printer, in founding the house of Livermore & Knight.

Barnett With Blue Book Publications

Frank B. Barnett, formerly Cleveland manager of the *Class Journal* Company, New York, has been elected a vice-president of the Associated Blue Book Publications, Inc., New York.

Hatton Advanced with Baltimore "News"

William J. Hatton, merchandising manager of the *Baltimore News*, has been appointed automobile advertising manager of the same paper. He held this position on the Pittsburgh *Dispatch* previous to joining the *News* in 1916.

Howard W. Davis Promoted

Howard W. Davis, director of advertising of the New York *American*, has been appointed assistant publisher of that newspaper. Victor H. Polachek is the publisher.

Harvey Conover With Dooley-Brennan Company

Harvey Conover became associated with The Dooley-Brennan Company, Chicago, on January 1, as vice-president.

Until the first of the year Mr. Conover was with the Rankin Advertising Company, also of Chicago. Prior to that time he was on the staff of the Thomas Cusack Company. He also was sales manager for the National Cash Register Company at one time.

New Agency in New York

C. S. Hallowell, Inc., is the name of a new general advertising agency established in New York January 1. Mr. Hallowell, who heads the agency, was formerly advertising manager of *Collier's* and for three years past has been vice-president of the John O. Powers Company, New York.

Among the accounts which will be handled by the new agency, is that of the Turner Construction Co., New York.

Horace N. Trumbull With Wellman-Seaver-Morgan Co.

Horace N. Trumbull, who has recently received his discharge from the Engineers Officers' Training School at Camp A. A. Humphreys, Va., has been appointed advertising manager of the Wellman-Seaver-Morgan Company, Cleveland, Ohio. Before entering the service he was advertising manager of the SKF Ball Bearing Company, Hartford, Conn.

Peacock an Officer of Subscription Agency

Roscoe Peacock, until recently circulation manager of the Curtis Publishing Company, Philadelphia, has been elected secretary and treasurer and a director of the Moore-Cottrell Subscription Agencies, Inc., North Cohocton, N. Y.

Wiseman Back with "Collier's"

Lieutenant Mark Wiseman has resumed his work in the advertising department of *Collier's*, New York. Shortly after the United States entered the war Mr. Wiseman was drafted by the Sanitary Corps for special publicity work.

Cigarette Campaign in New England

The Reed Tobacco Company, Richmond, Va., is beginning a campaign in New England newspapers on *Relu* cigarettes. The agency of Cecil, Barreto & Cecil, Inc., Richmond, is in charge of the account.

The Religious Press

during the process and period of world reconstruction is already in the forefront of effective forces.

It will lead.

It will be militant for democracy; for justice; for the maintenance of a righteous peace.

Equally so will the Religious Press be the servant of worthy endeavors to rebuild worthy enterprises.

The return to normal will be potentially aided, businesswise, by the inherent high character, influence, the well nigh limitless constituency of the Religious Press.

1919 will set a new standard for the Religious Press.

Space sold in large or small units—six million or six thousand—national or sectional.

Furthermore—

—unlike other periodicals, the Religious Press, as a class, has not asked advertisers to pay increased production costs by rate advance

Advertising Increased Sales of Sozodont Fifty Per Cent in 1918

Revival of Advertising Last Year,
After Several Years' Disuse, Fol-
lowed by Doubled Appropriation
for the Coming Season—Export
Sales an Important Feature

HALL & RUCKEL, manufacturers of Sozodont, one of the oldest dentifrices on the market, have doubled their 1918 advertising appropriation. At the beginning of 1918 the company inaugurated an advertising campaign, the first to be undertaken in nearly ten years.

Although the preparation had been advertised for more than half a century and had become one of the most popular of its kind in America, in 1908 a new policy was adopted that practically eliminated periodical and newspaper publicity. While the good will that had been created by advertising during the years Sozodont was exploited continued to influence sales for some time, the demand at length fell off to such a degree that the situation alarmed the owners. Early in 1918 a change in management was effected and with it a complete reversal of the firm's attitude toward advertising. Sixty thousand dollars were appropriated to carry on an extensive campaign in the newspapers.

E. B. Bave, the new general manager, at first favored the investment of the entire amount in ten cities but this plan was, however, abandoned for one providing for a much more intensive distribution of publicity effort, and covering the United States east of the Mississippi River and north of what was known as "the solid South." Before this was done, however, a try-out campaign was put on in New York state which called for an expenditure of \$10,000. The results were so satisfactory that the advertising was extended to other states.

During the year some 500 daily and weekly newspapers were employed. The advertisements used varied in size but each carried a well constructed piece of copy, setting forth the advantages to be derived from the dentifrice. The illustrations were simple in character and few in number. The reaction obtained from the public during the past year has been such that the sales of Sozodont have increased fifty per cent upon an investment of approximately \$30,000.

Hall & Ruckel have for many years had a considerable demand for their goods in China and Japan. The firm advertises in several of the native newspapers. In all of the advertisements the trade-mark, Sozodont, is played up conspicuously. In fact a larger part of those who buy the preparation in the Far East identify it by the trade-mark alone. Recently the manufacturers found that a Japanese firm had put on the market an imitation of Sozodont which as far as externals go was exceedingly clever. The size and shape of the carton, the color and text of the printing upon it, the bottle itself, were identical with the original except that the word Sozodont did not appear upon either the package or bottle. Around the neck of the bottle, however, was pasted a slip of paper saying that the contents were guaranteed by Hall & Ruckel of New York. Steps have already been taken to stop this kind of competition.

"Field & Stream's" Election

Irving Myers, who for a number of years has been secretary and advertising manager of *Field and Stream*, New York, has been elected vice-president and advertising manager. J. Williams Macy, western manager, has been elected secretary.

Hy S. Watson, an outdoor artist and advertising illustrator, is now editor of *Field and Stream*, replacing Warren H. Miller, who is a lieutenant in the Navy.

Farrell Takes on New Duties

Eugene W. Farrell, who has been advertising manager of the Newark, N.J., *Evening News*, is now also business manager of that paper.

Dean Hodges' Emphatic Endorsement of The Churchman

In recognition of the leadership of The Churchman, Dean Hodges of the Episcopal Theological School, at Cambridge, Mass., recently wrote the following letter. Coming from the most popular author in the Church,—and his popularity extends to all other denominations, his commendation carries weight.

One of the assets of The Churchman is its established reputation for dignity and conservatism. It has always been reliable and representative. But even its best friends will not claim that it has always been interesting. The new editorship has added to the substantial values of the paper this essential quality which was needed to make its excellences effective.

The Churchman is alive in every page, and has a mind of its own which is as near the right mind of the Episcopal Church as anybody can get. Its comments on current events are informing and stimulating; its news from the parishes covers the whole country, and is compactly presented with a good sense of proportion; in its editorials and contributed articles it deals with matters about which our clergy and laity are vitally concerned.

Editorially The Churchman is wide-awake and vigorous and it commands the respect of its readers.

The subscription price of \$3.50 a year is higher than that of any other religious paper.

Its advertising pages carry only clean copy sold at uniform rates.

Because The Churchman circulates among the better class of people, it is a logical medium for the better class of advertising. This desirable market may be reached at but small cost to the advertiser.

THE CHVRCHMAN

Churchman Co., Publishers

381 FOURTH AVENUE, NEW YORK



"Western Canada Business" Has Added Stories to Many a Factory.

WHEN Western Canada was first opened up, the "domestic market" immediately doubled. Some traders realized what this meant. They started in immediately to advertise and sell their goods in Western Canada. The business that has come to them from that day to this has added stories to their factories.

Western Canada to-day is one of the world's most important markets for certain specified commodities. The West's consuming power for agricultural machinery, tractors, automobiles is insatiable. This is also true of practically every commodity and service that can be sold anywhere. The West is growing in wealth. New indus-

tries are starting. Population is increasing. Western people maintain a high level of civilization.

Make your trade mark a household name in Western Canada! Decide that the people now living there, and the new settlers that are arriving by every train will come to know and ask for your goods.

THE FARM PAPER OF

Canadian Thresherman and Farmer
(Monthly) Winnipeg (Member A.B.C.)

Grain Growers' Guide
(Weekly) Winnipeg (Member A.B.C.)

Farmer
(Weekly) W

Most Westerners Are Farmers— 65% to be Exact

Most Retail Stores in the West Exist on Their Farm Trade— 95% in Fact

What does that prove? It proves that that farm trade, the good will of the farmer and his family is the most powerful influence in merchandising in Western Canada.

You will never be able to establish and entrench yourself in the Western Market so economically as you can by

starting to advertise IMMEDIATELY in THE FARM PAPERS OF WESTERN CANADA.

The four Farm Papers listed herewith are published in the West and circulate in Western homes and farmsteads. They provide a concrete and economic medium of acquiring publicity for your goods.

If you give this matter the thought it deserves, you will write these papers today for data and details, or recognized advertising agencies will supply you with rates, circulation and particulars of the Farm Papers of Western Canada.

OF WESTERN CANADA

Farmer's Advocate
(Weekly) Winnipeg (Member A.B.C.)

Nor'West Farmer
(Semi-Monthly) Winnipeg (Member A.B.C.)

Quality, First and Always

Advertisers individually may err in judging the character of a publication. In mass the judgment of advertisers is significant in denoting a quality publication, as distinguished from a publication of universal appeal.

Not one advertiser in ten or possibly twenty using general mediums may use profitably a strictly quality publication like TOWN & COUNTRY. By quality publication we mean a publication which, by its **editorial character**, **excludes a mass of readers of popular taste and moderate incomes**, and by its **business policy** **excludes a mass of indiscriminate advertising**.

But the "one in ten" advertiser who must single out purchasers with large resources, is logically a TOWN & COUNTRY advertiser. To buy a million circulation, without regard to the percentage of **possible patrons** for his particular business would be in reality to pay for **something he can not use**, at the same time cheapening his business by advertising association with business inferior in quality.

It is this fixed policy of representing itself to be **not all things to all advertisers**, that has distinguished TOWN & COUNTRY throughout its existence.

Advertising volume: 1916—612,000 lines; 1917—676,000 lines; 1918—571,000 lines; yearly average (three war years) 620,000 lines—in volume, **fifth among all American periodicals**; in the character of the business represented, **first always**.

TOWN & COUNTRY

(ESTABLISHED 1846)

Instruction Books That Really "Tell How"

Experience of the Ordnance Department in Having Built Many New
Types of Machines—Hand-Books Can't Be Made Too Simple

By Rex W. Wadman

WHAT do you do to insure the purchaser of your product getting the fullest possible service from your product? Are you one of those manufacturers having a splendidly organized factory, a highly efficient sales and advertising force, but leaving the product to fend for itself after it is sold?

Theoretically a concern's growth is measured in direct proportion to the satisfaction rendered the user by the product sold by that concern. Good theory preaches that it is every bit as important to *keep an article sold* as it is to sell it in the first place. But how many organizations work on this theory?

It is admitted that the better the service given by a product, the greater the demand will be. The greater the demand, the more will be sold and the easier it will be to sell. The greatest factor in the service that a piece of mechanical equipment renders is the skill of the person who operates it. The reputation of a product lies in the hands of whoever is called upon to operate it. The average operator and purchaser of mechanical equipment is unskilled in a mechanical sense. You cannot afford to maintain an instructor at the side of the new purchaser; it would eat up your profits or it would make your product too expensive. All these are self-evident facts.

What is the answer?

Time and time again investigation has shown that the product was right, was advertised well and sold right, but nothing had been done to follow up the purchaser and see that he was getting full service from his purchase. In some cases no instructions whatever reached the buyer; in other

instances there were sent out instructions which proved practically unintelligible to the lay reader.

Nothing compares with "word-of-mouth" appreciation for increasing the sale of a product. Few people purchase anything without first asking some friend or neighbor his experience. Many a good sale has been killed aborning by the grumblings of disgruntled users, and a large proportion of the latter are in such a state of mind simply because they don't know how to get efficient service from that which they have bought—but not through any inherent fault of the product itself.

WHO CAN PREPARE THE BOOK?

Manufacturers may realize this condition, appreciate hazily what it is costing them in loss of business and loss of prestige, but the problem of educating the user is a tough one, and many concerns have passed it up to tackle problems closer to their factory and easier of solution. A good instruction book is a highly important thing to have, but instruction books are hard to get out—nobody likes to work on them.

The advertising department dodges the issue, principally because the work is rather uninteresting and also because few advertising men have the necessary technical training to describe in detail each small part of the machine and its operation. The engineering department fights shy of the instruction book simply because few men there have the training to put their knowledge of the product into a lucid form, understandable by the average reader. Hence the poor instruction book be-

comes the innocent victim of the noble game of "passing-the-buck."

Eventually one of two things result: An instruction book is issued by the advertising department; this book is made up principally of pretty pictures and page after page of good English describing the machine and its operation very generally and very superficially—practically developing into an argument as to why the reader should "buy" the product rather than how he should use it. Or else the engineering department gets out the instruc-

necessary that a complete and lucid set of instructions be put into the hands of every man operating such machines.

And then the fun began. The bulk of this work devolved upon the Ordnance Department and various members were detailed to write and prepare these instruction books. The first few books issued were open to considerable criticism, so out went the call for help. The country was searched for men who had the necessary technical training to understand the operation, upkeep and repair

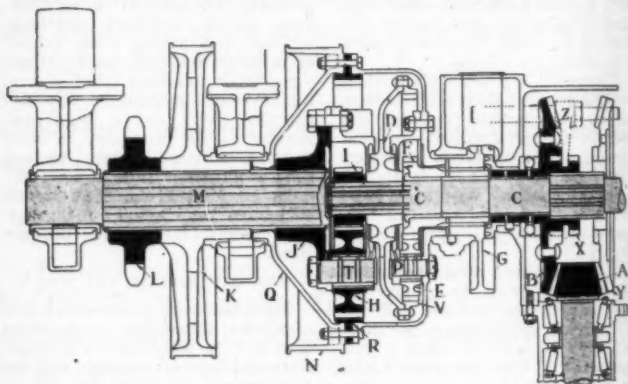


FIG. A.

This illustration is used in conjunction with Plate "B" to illustrate thoroughly the construction and component parts of the transmission. The letters used are mentioned in the text matter and enable the reader to understand the descriptive matter.

tion book, with the result that it is full of blue-print reproductions, technical terms, formulas, etc. Perfectly understandable to a trained engineer, but so much Chinese to the average lay reader.

The United States Government faced this same problem. When Uncle Sam jumped into the Big Fracas it had developed into a war of machinery, as much as of men. It was necessary to design and build literally hundreds of different types of machines—trucks, tractors, gun-carriages, tanks, repair trucks, etc. These machines necessarily passed into the hands of either totally untrained men or men whose training had been short. It was vitally

of the machine and who could transpose their understanding into English which could be absorbed intelligently by the untrained rookie. A number of such men were found and literally hundreds of technical handbooks have since been issued by the Government. These books describe in intimate detail each part of the particular machine, then describe its operation, its upkeep and how to repair it. Nothing could be taken for granted; the books had to be written on the basis that the reader knew nothing about the product, its operation or its upkeep. No technical term, which wasn't fully explained, could be used.

It has been my privilege to co-

Special Operating Reports

E. ST. ELMO LEWIS, Editor

The following special operating reports represent the results of 20 years of research and investigative work for clients, associations, etc.

These reports have been formulated through the generous co-operation of hundreds of executives in many industries.

You will find in the reports practical, useable information and aid to many of your most troublesome problems.

The prices—post free—set opposite each, are for cash with order. Make checks payable to Campbell-Ewald Company, 347 Fifth Avenue, New York.

Some Experiences in the Selecting of Salesmen—16 pp.. \$ 7.50	The Sales Organization Functionalized—31 pp. \$15.00
Five Tried Sales Contest Stunts—20 pp. 10.00	Co-operative Competition and the War—Some Experiences and Suggestions—39 pp... 19.00
How to Analyze Present and Future Demand for Your Goods—(Forms, outlines, instructions, etc.)—45 pp.. 20.00	Ten Letters that Have Made Good with Salesmen..... 5.00
Daily Reports—How to Use—and Get Them Used (Effective Forms)—16 pp.... 7.00	Selecting Men by the Reference Plan—(forms, etc.)—18 pp. 9.00
Twenty-one Books Sales Managers Recommend 1.00	Thirty-one Things to Remember in Opening Up Foreign Territory (61 pp.) <i>Special</i> 25.00
Why Sales Training Schools Fail—nine experiences—31 pp. 15.00	Report on Business Administration Courses Offered by Correspondence (in preparation)—about 45 pp.... 15.00
How Sales Organizations Are Cutting Costs—18 pp.... 8.00	A Sales Decision Book—How to Develop One—11 pp... 3.50
How One Company Found What It Had in the Way of Human Assets and Liabilities—42 pp. 20.00	A Sales Convention that Got Results—Program—Idea—Sidelights—37 pp. 18.50

REPORT ON HOW TO INCREASE LABOR MORALE IN YOUR PLANT—Including Fundamentals, a Program, Methods Based on Actual Experience, 147 pp. \$100.

Campbell-Ewald Company

Advertising-Merchandising

New York

Detroit

Chicago

operate with the Government in this work and it has been a wonderful experience. I am going to give hereunder a few examples of the work as it has progressed.

A manufacturer is given a contract to build a stated number of a new type of tank, for example. The Ordnance Department orders one of the handbook writers to report to that plant and issue an instruction book on the equipment. He first goes to the engineering department and obtains a complete

The next job is to write a detailed description. A chapter is devoted to each component part as mentioned above. In simple language it is told what the part is, its relation to the whole machine and its operation. Plain, explicit directions are given for upkeep and likewise plain and explicit instructions are given for removal and repair. Every point is carefully and painstakingly explained, nothing is taken for granted, *no unexplained technical*

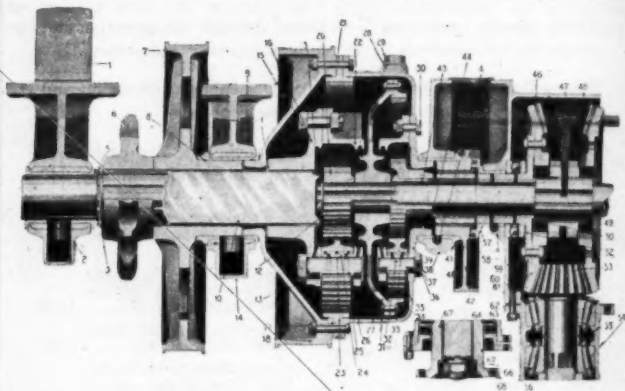


FIG. B.

This illustration is used immediately following Plate "A" to show the actual appearance of the parts, described and to give the reader an idea of what the "insides" of the transmission look like. The numbers shown are carried forward to the text where each part is given its name. These two illustrations give an excellent example of "good" instruction book illustrating.

set of assembly blue-prints. He takes these and splits them up into the principal component parts, such as: (1) the hull, (2) the track, (3) the engine, (4) the transmission, (5) the controls, (6) fuel storage and supply, (7) armament, (8) ammunition storage, (9) electrical equipment, etc. He then makes a survey and lists the available photographs which it will be possible to obtain, both of the completed machine and of its component parts. A list of the parts of the machine which must be illustrated is made, either in full perspective or in section, the various blue-prints obtained and turned over to the art department to be made into wash drawings.

terms are used. All important parts are illustrated and the illustrations have numbers marked on them, said numbers being carried by demarkation arrows to the actual part or point described in the text. The following is a good example of a typical description:

"HIGH SPEED PROGRESSION

"The epicyclic transmission gears are arranged for high speed ratio when the high speed brake is applied on the band G, and the low speed brake on the band N is released. Due to the position of these two brakes and the clutch X being in mesh with the bevel wheel B, the drive progresses from the bevel pinion A to the

Over 3 Million Lines Gained in 3 Years

THE JOURNAL'S advertising supremacy is once more evidenced in a substantial advertising gain—the close of 1918 seeing its advertising lineage pass the NINE MILLION mark!

Three Million Lines gained in three years!

9,046,901 Lines in 1918.

The JOURNAL'S classified advertising alone registered a gain of 50,194 ads, or 245,523 lines for the year 1918.

JOURNAL advertisers are increasing their space—new advertisers are hitching their wagons to this comet of results.

—There's a reason—a big reason.

JOURNAL advertising *does* pay!

The JOURNAL is the buying guide for more than 125,000 homes.

THE MILWAUKEE JOURNAL

Foreign Representatives

O'MARA & ORMSBEE, Inc.

New York and Chicago

H. J. GRANT

Publisher

The growing desire of the
American woman to read

*The Ladies'
Home Journal*

is shown in the fact that
the December edition is in
excess of

1,751,000 copies
(net paid)

with a further demand that
could not be met.

This enormous patronage
represents only two classes
of buyers—

Those who subscribed at full subscription price; and

Those who bought at full single copy price.

A woman never approaches THE LADIES' HOME JOURNAL as an experiment. She knows it as a recognized institution in which she has absolute confidence and she buys it in that spirit.

THE
CURTIS PUBLISHING COMPANY

Independence Square
Philadelphia Pennsylvania



Cloth put the book on the reference shelf

The real economy of cloth bound books is explained in "Getting Your Booklet Across." Write today for free copy.



"A portion of the edition was bound in INTERLAKEN Book Cloth so that copies intended for the professional man's data file should have a more durable cover," writes Mr. S. Roland Hall, Advertising Manager of Alpha Portland Cement Co. "It was also our idea that the suggestion of permanence contained in this substantial cloth binding would be more effective than paper covers in putting the book on the reference shelf."

Results entirely justified Mr. Hall in his choice of binding material. The INTERLAKEN bound book did give better service in spite of harder wear. Still more, its permanent binding won it a lasting place in the business libraries of engineers, architects and users of cement.

INTERLAKEN MILLS Providence, R. I.

Interlaken Book Cloth

The Standard since 1885

bevel wheel B and thence through the clutch X to the cross shaft C. From the cross shaft C the drive goes to the epicyclic disc D and thence to the spur ring V. The spur ring V meshes with the three planetary pinions E, causing them to rotate about the planet pins P, as an axis, and also to roll around the circumference of the sun pinion F. This pinion is locked in position, due to the application of the high speed brake G. As the planet pinions E rotate about the circumference of the sun pinion F, they carry with them the pinion pins P, which in turn carry the housing Q. This housing Q is rotating about the cross shaft. The housing Q carries the epicyclic spur ring R, which meshes with the large planet pinions H, of which there are three. The rotation of the spur ring R causes the planet pinion H to roll around the sun pinion I, and as it rolls around it carries with it by means of the large planet pinion T the disc J, which communicates the drive to the shaft M and thence to the track brake K and to the chain sprocket L."

The above describes one of the most intricate transmission systems yet developed. It would be absolutely unintelligible unless accompanied with the sectional drawing previously illustrated (Fig. A), on which the parts referred to are plainly demarked. Of course, it must be realized that a number of other illustrations are used in further describing and explaining this transmission.

The backbone of a good instruction book consists of illustrations. A picture will tell the story where a thousand words fail. The Government books have leaned heavily on good illustrations. Photographs were used when available, wash drawings of the various parts in other instances. These wash drawings were the most difficult to turn out. There are very few men who combine the gifts of an expert mechanical draftsman with those of an expert mechanical retoucher. It was necessary that these wash

drawings be absolutely true to specifications, yet they must also graphically illustrate the part or parts in question and their relation to the whole device. Many of these drawings consisted of sectional views of the more complicated pieces of mechanisms, so that the reader might know what was going on "inside" the machine. Few, if any, line drawings were used, as the reader is not supposed to be able to read a blueprint; at least, it must be assumed that he can't. Oiling and lubrication points were illustrated with little pen and ink sketches, properly described. (See Fig. C.) The Ordnance Department has insisted that a picture will convey

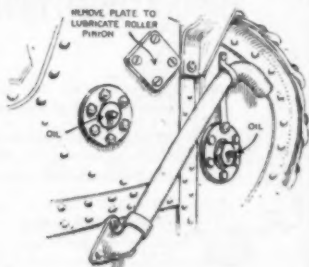


FIG. C.

An example of pen and ink "Instruction Book" illustrating, showing an excellent method of emphasizing the location of lubrication points.

more than pages of text matter; hence the Government books contain a big percentage of illustrations, all of which are well described with suitable captions and, where necessary, carry demarkation numbers to connect up with the descriptive text matter.

The wide variety of the work is illustrated by the handbook issued on the "Equipment Repair Truck." Part of the equipment carried on this truck was a big Singer sewing machine, which naturally was described and illustrated in detail, as are all component parts of such outfits. A few weeks ago, one of the men who had received instruction on the operation of this particular truck and, as a consequence had

one of these books, was home on furlough and had this book among his effects. His wife, who had recently purchased a small Singer machine, electrically operated, was having trouble with it, as no instruction book had been delivered with the machine. The Government book made it possible for her quickly to familiarize herself with the operation of her own machine and to learn a lot of new uses for it.

Thousands of instruction books don't instruct. Many such books have come into my hands; in practically every instance they

on platform. The control of the different speeds and gear shifting is as follows: A two-step differential gear is mounted at the centre of countershaft and an intermediate shaft, on which are mounted the two sliding gears, is placed directly in front of same. The reverse shaft equipped with small pinion permanently engaged with differential, and a reverse gear placed at extreme left end of shaft, completes the arrangement of gears for the different speeds and reverse."

No illustrations, no diagrams—just a bald statement. No instruc-

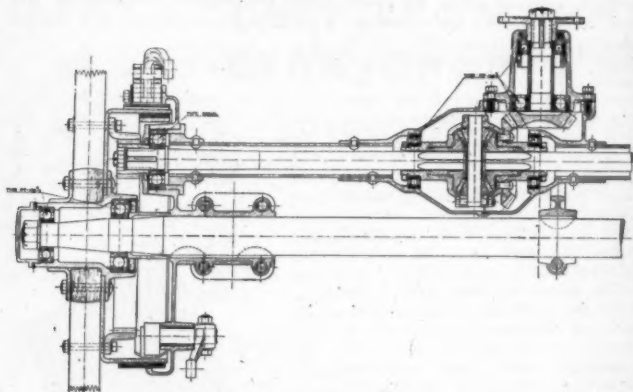


FIG. D.

An example of "bad" Instruction Book illustrating. A blue print reproduction without lettering or any explanatory work to enable the lay reader to understand what it is.

constitute a waste of money from their production standpoint and a dead loss to the manufacturer who issued them, through loss of user-understanding of the product. I quote herewith from a tractor instruction book, said book containing thirty-two pages and three illustrations, yet purporting to instruct in the operating of a big, powerful tractor: "Tractors are equipped with two speeds forward and one reverse, and the movement of the tractor both forward and reverse is taken care of by friction clutch on flywheel side which is operated by clutch lever

tions on upkeep or repair, nothing to tell the uninitiated where the parts mentioned are located or how to get at them and remove them, if necessary.

A concern thinks nothing of spending anywhere from five to ten thousand dollars on a catalogue to help sell its product, yet it howls murder and sudden death if it is suggested that the instruction book costs more than a few hundred. Nevertheless an efficient instruction book will do more to increase sales and swell profits than the best catalogue obtainable, necessary as is the latter.



They Say Some Advertising Men Do Not Buy Advertised Goods

If true, "pity 'tis, 'tis true!"

Let's any of us who may not have been giving preference to advertised lines begin right now to do so.

Instead of *just* grapefruit and oranges, for instance, suppose we see to it that our families use the choicer product of Florida's famous groves sold under the advertised trade-mark, Sealdsweet.

The progressive growers who produce Sealdsweet grapefruit and oranges, cooperating through the Florida Citrus Exchange, are advertising these superior fruits in a dozen trade journals, in eight leading monthly and weekly magazines and in more than a hundred daily newspapers.

Advertising will pay them, of course, but advertising men can help to make it pay better by purchasing only Sealdsweet grapefruit and oranges. They will make themselves and their families healthier and happier, too, by using more of these dependable citrus fruits.

Keep it in mind that in proportion as it is successful the advertising of Sealdsweet fruit will encourage farmers and fruit-growers in other sections to follow the example of the members of the Florida Citrus Exchange in organizing for sales campaigns in which advertising is used.

SPECIAL EXTRA SUGGESTION—See to it that at all dinners and luncheons of the advertising club in which you hold membership, Sealdsweet grapefruit and oranges are served.



FLORIDA
CITRUS EXCHANGE



TAMPA, FLORIDA

Cooperative, Non-Profit, Fruit Growers' Organization

THE BOSTON HERALD

was the only Boston newspaper
publishing daily and Sunday to

Gain in Display Advertising in 1918

In its weekday and Sunday issues combined, the Herald gained 123,595 lines of display Advertising during 1918. The combined loss of Post and Globe was 965,767 lines.

In its week-day issues alone, the Herald gained 349,997 lines, leading the Globe by 1,477,470 lines.

FOREIGN ADVERTISING

In its week-day issues the Herald gained 123,498 lines of strictly foreign advertising and was the only Boston newspaper to record a gain.

The Herald's total of 1,281,899 lines carried in its week-day issues was 518,215 in excess of American and 473,063 more than Globe.

As usual, the daily and Sunday Herald was overwhelmingly FIRST in *Financial Advertising and Book and Magazine Advertising*.

Herald and Traveler circulation is a steadily rising circulation, as shown by the following net paid daily averages for each year:

1914	158,219
1915	167,897
1916	193,121
1917	223,778
1918	264,615

"Advertising" Possible Peace Terms

The National Committee of Patriotic Societies, with the activities of which readers of **PRINTERS' INK** are already familiar, has just completed a striking piece of work which illustrates the usefulness of the printed word as propaganda in settling peace problems, as well as in conducting war. For the benefit of the delegates to the peace conference at Paris (not only the representatives of America but of all other countries) the National Committee has prepared a pamphlet entitled "The Dictated Peace Demanded by the Allies."

This pamphlet does something which Edward Harding, active head of the Committee, declares has never before been done—namely, to bring together in one place a brief and clear statement of the peace terms demanded by each of the more prominent allies. President Wilson's fourteen points are quoted in full with the modification of them contained in the note to Germany of November 5, 1918. President Wilson's addresses of February 11 and July 4, 1918, are also quoted, as are several of his other notes to Germany. The positions of the other allies are indicated by quotations from their leading statesmen.

The National Committee of Patriotic Societies has its own set of "suggested peace terms," which are quoted in full. The pamphlet also gives the terms imposed by Germany on France in 1871,

and the terms suggested by Germany some months ago for imposition on the Allies, if defeated, at the end of the war.

In addition to the large number of copies of this pamphlet which have been sent to Paris for the use of the peace conference delegates, copies have been sent to the leading newspapers of the United States, Canada, Great Britain and Australia, some of which have quoted liberally from it in their editorial columns. The publication has also been circulated to some extent among the two and one-half million members of the various patriotic societies represented on the National Committee. Mr. Harding was aided in the preparation of the material by a special committee, which included representatives of various sections of the United States, to insure a point of view which is representative of the country as a whole.

Advertising Activity of Engine Manufacturers

The Weiss Engine Company, Chicago, maker of heavy oil engines, has appointed Rex W. Wadman, New York, as advertising counsel. At the start business papers are being used. The present plan is ultimately to enter the national advertising field.

The account of the Bolinders Company, Stockholm, Sweden, manufacturer of heavy oil engines, has also been placed with Mr. Wadman. Advertising will appear in business papers.

Just One More Way



and a highly effective one, to cover the boy-field—**THE BOYS' WORLD**. It is the one exclusive boys' medium published weekly. Through no other boys' paper can you reach this responsive field so widely—400,000 boys—and with the timeliness, frequency, or both, that will

make your announcement most effective and immediately productive. The result of one large advertiser's investigation, the Winchester Arms people, was the booking of their 1919 contract—one of the largest we have ever executed. They propose to reach the boy in every effective way.

THE BOYS' WORLD

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMILLOE, Advertising Manager

Roy Barnhill, Inc., 23 East 26th Street, New York
Chas. H. Shattuck, People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

'COOK'S WEEKLY TRIO': A MILLION BOYS AND GIRLS
THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Advertisement Managers and Advertising Managers

THE INSURANCE RESEARCH & REVIEW
SERVICE

INDIANAPOLIS, IND.

Editor of PRINTERS' INK:

What is the difference between an Advertisement Manager and an Advertising Manager?

Over in England they call them "Advertisement Managers." The term seems to imply responsibility for advertisements—that these are the men who say the last word. These advertisement managers ought to be producers of finished work. The emphasis is on the copy, and who will say that is not where it belongs.

On the other hand "Advertising Manager" pictures the gentleman as a director of the campaign, the man who determines the policy, not much concerned about the single advertisement, bless your heart, so long as it carries forward the big idea. There is more of brute force about the Advertising Manager, less of finesse. And yet advertising in America is admittedly more advanced. In American advertising there has been but one god, Results—but one thought, find the big idea, put the selling smash into it, and then drive 'er home.

Somehow the page that pictures a life size section of a truck tire is symbolic of the Advertising Manager. The Gruen watch page presents the Adver-

tisement Manager. One represents overpowering punch, the other permeable persuasion.

In England they think more of advertisements. Over here we think in campaigns. The advertisement, in the way of English speech, "is a bit of salesmanship." Over here it is a part of the Big Drive.

Who will say that the pendulum is not swinging back to the idea of better advertisements, copy. We have discovered the importance of investigation, planning and selling theme; now let's work out the finest point of all. Let's be Advertising Managers until we get ready for copy and then, as Advertisement Managers, labor to make every word, every line, fit into the advertising mosaic of a perfect campaign.

R. L. JENNE.

General Electric's Export Corporation

The General Electric Company, Schenectady, N. Y., has formed an export corporation which will probably be known as the International General Electric Company, and will go after foreign trade, making a special effort to secure the business which formerly went to German electrical exporting companies. Charles Neave, of Fish, Richardson & Neave, Boston lawyers, will be chairman of the board of the new organization, and Gerard Swope, formerly vice-president of the Western Electric Company, will be president.

On January first, 1919

C. S. Hallowell

INCORPORATED

opened offices at

103 Park Avenue

New York City

for the conduct of

a general advertising agency

To Advertisers and Agents

At Last a Satisfactory Method of Financing Advertising in Latin America

THE Bureau of Foreign and Domestic Commerce of the Department of Commerce has announced that in the future American advertisers and advertising agencies may obtain local rates for advertising space by arrangements with banks in various cities of Latin America.

THE NATIONAL CITY BANK OF NEW YORK offers freely and heartily its facilities to American advertising agents and advertisers. Since it has branches in every important business center in Latin America, it is in a position to perform a service that is especially helpful.

Branches of the National City Bank of New York in Latin America:

Buenos Aires, Argentina	Montevideo, Uruguay
Plaza Once, Buenos Aires, Argentina	Caracas, Venezuela
Rosario, Argentina	Cardenas, Cuba
Bahia, Brazil	Cienfuegos, Cuba
Rio de Janeiro, Brazil	Havana, Cuba
Santos, Brazil	Matanzas, Cuba
San Paulo, Brazil	Sagua la Grande, Cuba
Santiago de Chile	Santiago de Cuba
Valparaiso, Chile	San Juan, Porto Rico

The Method of Procedure

The advertiser or agent must first of all create a credit with The National City Bank covering the expense of the transaction. He then sends the original order together with the matrices, engravings, etc., direct to the publisher and at the same time a duplicate of the order to The National City Bank of New York.

On the 10th of the month following date of insertion, the publisher presents his bill to The National City Bank branch, in the city in which the advertisement appeared. This bill is accompanied by voucher copy of the publication carrying the advertisement.

The payment will be made in currency of the country, and a record of the rate of exchange at which payment is made will be sent to the advertiser by The National City Bank of New York.

We will be glad to give further details upon request.

The National City Bank of New York

55 Wall Street, New York

Announcing the election of
FRANK B. BARNETT
as a
VICE-PRESIDENT
of
Motor Life
The Automobile Blue Books
The Automobile Trade Directory

The ASSOCIATED BLUE BOOK PUBLICATIONS, Inc.

ROBERT WOLFERS, President

FRANK A. KAPP, Vice-President and General Manager

243 West 39th Street, New York

CHICAGO

DETROIT

SAN FRANCISCO

How to Advertise Abroad

Just as Modern Merchandising Methods Are American, So American Advertising Will Be Successful in Export Trade, if a Study Is Made in Its Application

By E. T. Simondetti

Director of Departments for Latin America, John W. Thorne & Co., Inc.

WERE I asked to formulate a brief resolution on how to advertise abroad, it would be the following:

"Resolved, that we, the manufacturers of the United States of America, shall apply to the various markets of the world, after proper adaptations, those modern American merchandising methods to which our country owes her wonderful industrial and commercial development."

I have used the word "merchandising" advisedly. Advertising to-day is an integral part of merchandising, and so closely interwoven with all the latter's other phases, that it can no longer be considered as a separate and independent function.

To realize the importance of the action involved by the resolution mentioned, we have but to ask ourselves how we compare with our European competitors in the following great common factors of international trade:

Low cost of manufacturing.

Ability to manufacture especially for export trade.

Banking facilities.

Shipping facilities.

Organized selling efforts.

Ability of the exporter to deal abroad with merchants of his own nationality, and to supply the wants of large colonies of his own compatriots.

Large investments in foreign fields.

Opinions may vary as to what progress we will be able to make in the near future, but in all candor, we must acknowledge that, for the present at least, we are far from possessing a decided superiority in any of these great

factors. Post-war changes may be such that in some of them we will soon equal, or even surpass, our competitors. Great uncertainty, however, surrounds all these questions at present. In this, I am sure you will all agree.

Is there not a factor of trade, then, within our immediate grasp, in which we can enjoy a decided advantage over our competitors? Yes, there is. In fact, we have at our disposal an instrument, a tool, a most effective weapon, if you will, by which, in legitimate competition, we can offset largely, if not completely, whatever lacks and deficiency may be ours in other directions. This weapon we find in our methods of merchandising—that is, of selling and advertising, which constitute what some call the most modern of arts. Whatever the definition, modern merchandising is a force for commercial progress which we can call our very own because mainly developed by us—a force in the employment of which our superiority is recognized the world over.

ADVERTISING SUCCESSFUL AT HOME
WOULD SUCCEED ABROAD

Modern merchandising methods are essentially American. By their use here, our wonderful domestic commercial growth has obtained. By their use abroad, an equally wonderful foreign commerce will be developed.

Our modern merchandising aims at two cardinal objects: Creation and maintenance of consumers' demand and proper distribution of goods to supply this demand adequately and economically. Advertising is the greatest driving force toward the attainment of both objects. Proper distribution is predicated on the good will and

Address delivered at annual convention American Manufacturers Export Association New York.

efficiency of the merchant. That is why a most important phase of advertising to-day is the so-called "dealers' or trade promotion work." That is why the manufacturer, with this work, strives not only to assist the dealer in selling goods, but, also, to assist him in conducting a profitable business. That is why modern merchandising takes into consideration the welfare of the dealer, and no longer regards him as an end, but as a means to an end.

I am emphasizing this point owing to the influence that similar work abroad will have on our future export trade.

Education is the keynote of our advertising in this country—education of dealers, education of salesmen, education of consumers; education of dealers to better and more profitable ways of selling goods; education of consumers to the use of new goods, of more goods, transforming former luxuries into present necessities, creating new desires, new wants, and thereby lifting the standard of living of the American people far above that of any other community.

Do I need to point out the far-reaching, beneficial effects that will accrue to us as vendors and as a people, by the exercise abroad of similar educational efforts?

The education of foreign merchants to our ways of merchandising will facilitate our dealings with them to a constantly increasing degree. By aiding them to move their merchandise rapidly and profitably, besides gaining their good will, we will also enhance their purchasing power through quicker turnovers. This will redound to our benefit as it will be translated into increased sales and decreased necessity for long credit terms.

Education of consumers in foreign communities will prove a potent lever by which their standard of living will be raised to higher planes. Can anyone over-estimate the correlated influence that this educational work will carry along to all parts of the world?

The application of our advertising methods to foreign fields is perfectly feasible, since our methods are not rigid, but pliable and elastic. Of this, we have ample evidence right here in the United States where their application varies in different regions and in accordance with local conditions. Successful marketing of manufactured products is subject everywhere to the same basic laws. In all countries are to be found the same means by which products are distributed, made known and sold. The only difference is in the degree of availability of the various means.

This established, how must we proceed to apply abroad our tried successful advertising methods?

After determining which markets offer the best opportunity for the sale of our particular product, we must consider whether the nature of this product, and general conditions prevailing at the time, require either quick sales-producing advertising, or prestige advertising, or both. By prestige advertising, we understand that which, without ostensibly seeking immediate orders, aims principally at building and maintaining a good reputation, at gaining and retaining good will.

Thereupon, we will consider whether our product can be advertised most profitably to the trade only, or whether it should be advertised to the consumer or to both, or, again, whether we should limit ourselves to technical and professional advertising.

AVAILABLE MEANS AT HAND

All this agreed upon, what means to carry our message will we find at our disposal?

In the trade journal field, we will find a scarcity of adequate media almost everywhere. Outside of the English-speaking countries (where trade promotion, as originated and developed here, is carried on to a certain extent), the specialized trade publications are few indeed, and those few are not educational in their character, as ours are. Why? Because I repeat, education of the dealer is



YC Families are TEN-FOOT Families

The great demand for things to
eat and to wear in

Youth's Companion Families

means a high tide of business for those who supply these families with food, clothes, or home enrichments.

The sure thing about it all is this: Every member of these families is coming to the table hungry three times a day—some of them eat "between meals," too. They dress well, live well, buy well.

PERRY MASON COMPANY, Publishers

Boston, Massachusetts

New York Office:
1701 Flatiron Building

Chicago Office:
122 South Michigan Boulevard

OVER THE TOP

With

OVER A MILLION

LINES GAIN

IN PAID ADVERTISING

To be exact—THE PHILADELPHIA PRESS
—in twelve months of 1918, **GAINED**

1,112,680

agate lines of advertising as compared with the same period of 1917, in which year the gain over 1916 was 273,690 agate lines.

The advertising columns of THE DAILY and SUNDAY PRESS constitute a sales force that

GIVES MAXIMUM RESULTS
AT MINIMUM EXPENDITURE

GILMAN & NICOLL

World Building, New York

Tribune Building, Chicago, Ill.

part of American merchandising, and is not practiced abroad, except where a few American manufacturers have applied their own methods.

In view of the foregoing, for our trade advertising, we will have to rely mainly on the so-called export journals published in this country in various languages, and sent to all parts of the world. Also, on direct advertising and, in some cases, on the local general media, particularly when trade advertising will be conducted *pari-passu* with consumer advertising.

In the technical and professional fields, we will find excellent publications in the great countries of Europe, some of them comparing most favorably with corresponding publications in this country, and with considerable international circulation. In the various countries of Latin America, the supply of technical and professional publications is still more or less limited, but is gradually increasing. No specialized trade journals worthy of the name, however, are to be found there, except those sent from this country.

It is in the consumers' advertising field everywhere that we will find the greatest number and variety of media. It is true that in their respective value, they vary greatly from one country to another, and in accordance with local conditions, but we can safely assume that in all populated regions, with the exception of the interior of China, India, Africa and Brazil, the same means of reaching possible buyers exist that we possess in the United States.

Newspapers, weekly and monthly publications, billboards, street cars, cinematographs, illuminated signs, and, finally, the mails, for direct advertising. All these instruments are there, ready to be used in accordance with the best American practices.

It does not follow that these practices can be put in execution everywhere exactly in the same manner as in the United States. Resourcefulness, in which we



"The World's Mirror"

EXPORT TRADE!

"PUNCH'S" FIELD is THE WORLD

An Advertiser in "PUNCH" whose goods "go foreign" writes:

"Whilst 'PUNCH' lives England's trade will not die, since there never was such a commercial traveller. Enquiries turn up from all over the world, even months and months after the advertisement appears."

ALL Britons abroad, many of them in control of vast enterprises, deem "PUNCH" not least among their links with home.

To them "PUNCH" pays his weekly call, cheers them with his wholesome humour, keeps them *au fait* with the brighter side of life in the old country, and brings brightness to their own.

How eagerly every page of "PUNCH"—from cover to cover—is read by Britons in every clime many advertisers can testify. Wonderful business results have been traced directly to "PUNCH'S" Foreign Sale.

You—if you would seek the patronage of Britons at home or scattered far the wide world over—can choose no better medium to reach them than "PUNCH," with its universal circulation and its strictly high-class public.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Boulevard Street,
London, Eng.



The Proof of the Pudding

EL COMERCIO

during its nearly 44 years of uninterrupted publication has fostered a closer union of commercial and social interests between the peoples of the United States and those of the Spanish, Portuguese and Latin American countries.

Recognizing the value of publicity in an old journal (est. 1875) of unquestioned standing, advertisers stick to *El Comercio*, as the following shows:

19 began advertising during 1875-1890 and still continue.

31 began advertising during 1891-1910 and still continue.

40 began advertising during 1911-1918 and still continue.

Making a total of over 90 advertisers who have proved that it pays to advertise in

EL COMERCIO

We will gladly refer you to our advertisers—the more the better. Circulation audited by A. B. C.

Sample copy, advertising rates and booklet, entitled "How the Export Paper Can Aid American Manufacturers," on application.

J. Shepherd Clark Co.

BURNET L. CLARK

President and Manager

114 Liberty Street New York

should abound, and a careful survey of local conditions, will guide the American advertiser in properly adapting his methods; but it will not be superfluous to repeat here that the principles which we have evolved in this country can govern everywhere the employment of those methods.

In those few places where sufficient means of education are lacking, the resourceful American advertiser should not be at a loss to create his own. I recall an enterprising advertising man, a native of Porto Rico, with American training, who, about ten years ago, finding no effective way of reaching large numbers of illiterate Indians in the interior of Mexico, sent a staff of "spell-binders" to remote villages to explain on the public squares the merits of a certain brand of coal oil, produced and refined in Mexico. The "spell-binders" made a special appeal to the national sentiment and pride of the Indians, to induce them to buy the national product instead of an imported brand they had been buying until then. The competitor that sold the imported product adopted the same method of advertising, and for a time, it often happened that two rival emissaries would be "spell-binding" at the same time, in the same crowded public square. The Indians would take sides, with the result that free fights for all and near-riots would follow, and the "rurales" had to intervene. That was effective advertising indeed. The enterprising advertising man had simply reverted to the use of an ancient advertising medium—the town crier.

In some countries, certain means of advertising, such as out-of-door advertising, are even more extensively used than in the United States, owing to the fact that greater results from graphic impression, are obtained among those people who read less than we do.

In the selection of publications, the advertiser must be governed by the same criterion that prevails here as to extent and class of circulation, comparative cost of

Again

THE PITTSBURG PRESS

Stands First

Leading all the Newspapers of the World in the

Volume of Advertising

carried in 1918—Nearly equaling its unapproached record of the year before by publishing in the year just ended

Nearly **20 Million** AGATE LINES

(Actual Measurement 19,681,256 Agate Lines)

□ Another demonstration of the great circulation and pulling power of The Pittsburg Press and the fact that investors in advertising space use the paper that BRINGS GREATEST RESULTS

THE PITTSBURG PRESS

Largest Circulation in Western Pennsylvania Daily and Sunday

MEMBER A. B. C.

NEW YORK REPRESENTATIVE,
I. A. KLEIN,
METROPOLITAN TOWER.

O. S. HERSHMAN,
Editor and Publisher.

••
H. C. MILHOLLAND,
Vice-Pres. and Adv. Mgr.

CHICAGO REPRESENTATIVE,
JOHN GLASS,
PEOPLES GAS BLDG.

WANTED:

Sales Promotion Manager

*A large Eastern manufacturer
desires the services of
a man who is:*

- 1—Possessed of personality—the kind that will make him popular in a big organization.
- 2—Able to make salesmen and dealers like him.
- 3—Capable of constructive, creative ideas along sales lines.
- 4—Acquainted with the general fundamentals of big business.
- 5—Experienced in bringing about co-operation between the sales and advertising departments.
- 6—Familiar with office systems and possibly with office equipment.
- 7—Anxious to build a big place for himself in a big permanent organization.

Address replies to Room 507
405 Lexington Avenue

New York

space, political and social influence, etc. Although in the principal continental countries of Europe and in some of the Latin-American countries are to be found general magazines with large circulation, the publishing of these periodicals has not reached the development that obtains in this country and in England. For wide-spread consumers' appeal, the daily newspapers are still to be preferred.

Conditions surrounding their circulation, however, vary greatly, and must be carefully studied. Thus, for example, in France, as in Argentina, Mexico and Cuba, one finds that the newspapers published in the capital city have a nation-wide circulation, reaching at times into the millions, as in the case of Parisian newspapers. These carry news of general interest, and also of interest to the different localities, their influence in the various communities being even greater than that of local publications. In some cases, as in that of *La Croix*, the great

French Catholic daily, the local items are printed "on the spot." *La Croix* is sent every evening from Paris to all parts of France with one page in blank, this page being "filled in" upon arrival at the principal distributing points, and consisting of local or regional news entirely.

On the other hand, and also by way of example, in Italy, England and Brazil, and to a lesser degree in Australia, Spain and India, the same conditions exist as in the United States. There, large and important newspapers are published in each great centre, but the bulk of their circulation is purely regional.

There is another medium that can be classified as consumers' advertising medium, and is very little used outside of English-speaking countries, but most extensively used here. I refer to what we call "dealers' help," that is, store signs, cut-outs, window cards, etc.

To my mind, the extensive employment of this form of advertising will prove most effective,

*A lighter, better paper
for catalogues—*

one that reduces mailing costs
and increases printing results

FEATHERCOAT

The super-light enameled book paper for half-tone and color printing

Made in 25 x 38—46 lbs. and 25 x 38
—37 lbs. Before placing your next
paper order, let us make up a
dummy for you of Feathercoat

BERMINGHAM & PROSSER COMPANY
Chicago Kalamazoo New York

particularly for the manufacturers of shelf-goods. It will be readily accepted by the foreign dealer who is far from being "saturated" with this sort of advertising matter, as it is often the case in this country. If the signs and cut-outs are properly designed, the dealer will be glad to display them as suitable ornaments for his store, and they will prove a great attraction for customers and passers-by.

It is most important that these dealers' helps as well as any other kind of advertising should carry the right appeal, both in the text and in the illustrations. More than any other phase of advertising and selling, the preparation of the proper appeal demands a deep insight into the nature of the various people, their habits, the conditions under which they live, their mental attitude toward life as determined by their past and their present,—all this, viewed in the light of our most effective processes of trade stimulation. In preparing the right appeal, we must bear in mind that a com-

munity of language is not the only gauge of the mental attitude of all the people we want to reach. In fact, there are a number of peoples of one language, as, for example, those of Spain and Spanish America, who live under widely different social and climatic conditions, and who are each in their own country developing a distinct individual national life. These facts therefore must be taken into consideration in the adaptation of text and illustrations to advertisements in Spanish.

FOREIGN ADVERTISING MANAGERS WILL BE NEEDED

We know that the key to net profits is knowledge. Market requirements, distribution, dealers' co-operation, selection of advertising media, cost and value of space, proper appeal,—all these problems can be solved only through expert knowledge based on investigation, observation and practical experience. So far as foreign markets are concerned, such knowledge at the present

Color Benday? Sure!

There is *nothing* in the way of color engraving that we cannot do. Our equipment matches up with the best. Our skillful loyal force of engravers work with the spirit of craftsmen. And sixteen years of experience, serving an exacting clientele, makes it sure that "every Trichromatic plate is as good a plate as can possibly be made."

THE TRICHROMATIC ENGRAVING CO.
461 Eighth Avenue - - - New York City
J. H. Tryon C. A. Grotz

Be Not Too Late—SHAKESPEARE

"Too Late!"

Sad words those—"Too Late"—especially in life insurance.

In March, 1915, a man living in Florida wrote to the POSTAL LIFE INSURANCE COMPANY for insurance information, which was promptly forwarded. As he did not reply, other letters, with printed matter, were sent suggesting that he protect his family by taking out a policy, even though a small one. *He put it off.*

Finally in October, 1918, the Company wrote him and inclosed an interesting booklet entitled: "HOW MUCH INSURANCE OUGHT I TO CARRY?" Then, after more than three years, an answer came—not from *him*, but from his *wife*, who wrote:

"Your letters and your interest in my husband's insurance appreciated. He died one week ago from pneumonia—without insurance and leaving two children."

Like most husbands, he doubtless intended to take out a policy, but like many careless ones, he put it off until *too late*. There was a time he could have done it quickly and at little cost, but he waited until *too late*.

As the cost increases with each year's advance in age, the time for every one to insure is *now*, and in a company which stands for *safety, service and saving*—the POSTAL LIFE.

To find out how easy it is and how little it costs, just drop a line to the Company, mentioning PRINTERS' INK, and giving (a) your *exact age* and (b) your *occupation*. Insurance particulars will be promptly sent you *by mail only*. Address,

POSTAL LIFE INSURANCE COMPANY

WM. R. MALONE, President
511 Fifth Ave., cor. 43d St.
New York City

Strong Postal Points

FIRST: *Standard Policy reserves. Resources more than \$9,000,000. Insurance in force, \$40,000,000.*

SECOND: *Old-line legal reserve insurance—not fractional or assessment.*

THIRD: *3 1/4% dividends guaranteed in your Policy and the usual contingent dividends as earned.*

FOURTH: *Standard policy provisions, approved by the New York State Insurance Department.*

FIFTH: *Operates under strict New York State requirements and subject to the United States Postal Authorities.*

SIXTH: *High medical standards in the selection of risks.*

SEVENTH: *Policyholders' Health Bureau provides one free medical examination each year, if desired.*

HOWARD BOND

WATERMARKED

The World's Greatest Bond Paper

**Tear It
Compare It
Test It**
and you will
Specify It

*Complete
stock of*
**WHITE and
COLORS**
ready for dis-
tribution

OFFICE forces of America are rapidly adopting and demanding HOWARD BOND for their complete stationery requirements. HOWARD BOND is a paper which has the most brilliant white color of any writing paper on earth, regardless of price.

The Howard Mills' great advantage of pure, cold, perfect paper-making water, taken from an underground lake, enables them to get the clear white shade that has not been and can not be approached.

Selected raw stock is responsible for HOWARD BOND positive uniformity and strength extraordinary.

A request for sample book of Howard Bond will have our prompt attention.

The Howard Paper Company
URBANA, OHIO



**How much are your
Dealers' windows
worth to you?**

Your advertising campaign includes many helps for your dealers. Offer them by all means

DA-NITE ELECTRIC COUNTER AND WINDOW DISPLAYS

The last word in Show Window advertising

Da-Nite signs are metal signs framed and decorated, transformed by a patented process into electric signs at night with hundreds of tiny bulbs and flasher effects. All made of metal—no glass, absolutely fool-proof and nonbreakable. Prices very reasonable. In use by many National Advertisers. Every dealer glad to use them. One or two 25-watt ordinary lamps required.

For full information write to

THE ELWOOD MYERS COMPANY - SPRINGFIELD, OHIO
ELECTRIC SIGN DEPT.

time is neither common nor readily available.

Extremely few merchandising specialists have had any experience in foreign markets. Likewise, a very limited number of manufacturers possess foreign advertising departments. Such advertising as is being done at present is prepared and placed mostly by export, or, to call them by a better name, foreign sales managers. This means that in regard to foreign advertising, the situation is similar to that which existed years ago in the domestic field, before manufacturers established advertising departments, and employed the services of merchandising and advertising agencies.

Advertising then was done by the man in charge of sales. We all know that the counsel of the sales manager is most useful in the preparation of an advertising campaign. Nevertheless, experience has shown unmistakably that the services of advertising specialists are indispensable.

Necessity and opportunity will no doubt foster the development of efficient foreign advertising managers. But even then, and certainly more so now, the most effective and economical handling of sales campaigns abroad will require the assistance of service organizations fitted to the purpose. It is necessary, therefore, to encourage at once the establishment and development of American organizations through which advertising operations abroad can be centralized and conducted. These organizations, however, must not act as mere space brokers; their existence and their charges can be justified only by their ability to furnish for the foreign field services similar to those that are obtained for the domestic field.

The work necessary to organize efficient merchandising services entails considerable expenditure of time and money. It is obvious that to undertake such expenditure, American organizations must receive sufficient encouragement and financial stimulus from

reconstruction's the thing!

We must all have it, just as we have all had the "flu," and supported Wilson, and protected infant industries, and, if we are very old, debated the free and unlimited coinage of silver at the ratio of 16 to 1.

But we needn't all have it alike. The SURVEY chooses a brand which has less of the deep blue sky than some, and more of the solid earth and of the ordinary men and women who go about on the face of it.

The January 4 issue is the first of twelve once-a-month Reconstruction numbers. Copies of this issue mailed to readers of PRINTERS' INK *free on request*, as long as they last.

THE SURVEY

112 EAST 19 STREET

NEW YORK

A.B.C. Member

Illustrators and Designers

There are open at the present time a number of very attractive connections available to illustrators and designers of merit, who would come under the following classification.

Illustrators—

Figure painters for color illustration — any medium.

Illustrators—

Figure painters for black and white—any medium.

Designers—

For decorative design and lettering with knowledge of authentic design and ornament.

Mechanical Illustrators—

Capable of handling mechanical drawings with feeling of freedom while preserving mechanical accuracy.

For personal interview, in first instance, apply "C. D. F," Box 262, Printers' Ink.

manufacturers. The manufacturers' needs in the successful marketing of their product have made possible in this country the growth of agencies whose domestic business running into the many millions a year, is unparalleled anywhere in the world. The same needs have brought about the evolution of these agencies from mere space brokers into real merchandising organizations.

AMERICAN AGENCIES MUST LEARN EXPORT INS AND OUTS

There is no reason why the same development and evolution cannot take place in relation to foreign markets, if the manufacturers will place their foreign advertising through American agencies, and will demand that they be foreign merchandising counselors besides being space buyers or sellers. In placing this advertising through American agencies, the manufacturer may have to pay, here and there, a little higher rate than he would pay if he placed it directly or through his selling agent abroad.

In some cases, he may have to resist the insistent demands of his selling agent, who usually wants to handle the advertising because he regards the discount he receives from publications as a legitimate by-product of his functions.

The manufacturer at times may even have to forego the pleasure of having this agent contribute a part of his advertising expenditure. However, an eventual slight increase of cost will be more than offset by the value of services he will receive.

By offering a stimulus to American agencies to furnish efficient foreign merchandising services, the manufacturer, in the long run, will be in all cases the winner. For, he must bear in mind that, while knowledge of foreign fields is absolutely necessary, the profitable application abroad and adaptation of American methods is predicated principally on a thorough knowledge of these methods and of the basic laws governing them.

WE ARE PLEASED TO ANNOUNCE
THE ADDITION TO OUR SALES
STAFF OF

MR. H. A. FALK

TO THOSE FAMILIAR WITH MR.
FALK'S EFFORTS IN PRODUCING
EFFECTIVE SALES LITERATURE,
HE NEEDS NO INTRODUCTION.

WE ARE FORTUNATE IN HAVING
SECURED HIS SERVICES.

*Complete Service in Color, and Black
and White for Catalogues, Booklets,
Leaflets, Folders, Show Cards,
Brochures, Inserts and Ad Books.*

THE MOORE PRESS INC.

Printing Crafts Building

461 EIGHTH AVENUE
NEW YORK, N. Y.

AMERICA'S FINEST AND FOREMOST MIRROR
OF THE GREAT CINEMA ART



Photo-Play Journal

422 Land Title Building
Philadelphia, Pa.

Eastern Representative
S. M. GOLDBERG
303 Fifth Avenue, New York

Western Representative
JOHN A. TENNEY
Morton Building, Chicago, Ill.



THE GUGLER-
-Lithographic Co.

Why Counter Stands Pay

When the retailer, opening your shipment of goods, finds packed with them an attractive counter stand, he is almost sure to put it into immediate use in displaying the goods on his show case or shelves. The counter stand reaches him at the psychological moment, and therefore he uses it.

The counter stands which we have designed and produced for well-known advertisers have been pronounced remarkably ingenious and effective.

If an attractive counter stand would be likely to secure better display for your goods, write us for some interesting information.

THE GUGLER LITHOGRAPHIC CO.
Milwaukee and Chicago

MILWAUKEE AND CHICAGO.

Would Be Postmaster-General for a Month

ALPHA PORTLAND CEMENT COMPANY

EASTON, PA., Dec. 31, 1918.

Editor of PRINTERS' INK:

Mr. E. T. Gundlach says in your issue of December 26:

"If indeed a publication became truly obnoxious, the Post Office Department has the power to refuse mailings."

The trouble is that the Post Office Department is not very vigilant in its use of this power, that is, so far as the presence of objectionable advertising is concerned.

On my desk is a recent clipping from a Toledo publication—an outrageous patent-medicine advertisement headed "I Cured Myself of Tuberculosis." This contemptible and cruel falsehood was circulated freely through the mails of our United States of America.

There may be differences of opinion as to whether certain types of advertisements should be excluded from the mails, but there can be no argument about "consumption cure" advertisements. Every advertiser who puts them out and every publisher who aids in circulating them is obviously a faker, deserving of no consideration. I have taken the trouble to call the attention of the Post Office Department to these notoriously fraudulent advertisements and to ask why the publisher who opens his columns to such should have the free use of the mails. The answer of the Department is that it cannot take prompt action on such advertising under the general rule that fraudulent and immoral matter is prohibited. We must find a consumptive who will give conclusive evidence of fraud and go through all the rigmarole of this procedure. It is shockingly immoral to send undressed "September Morns" through the mails but not immoral, under the present Postal Law, to filch dollars from the wasted hands of hopeful consumptives.

The one remedy for this evil is to appoint the undersigned as Postmaster General for just thirty days. I wouldn't want the job more than a month. In that time, unless handcuffed and hamstrung, I would cut the red tape and notify every publisher in America (by acts and axe, rather than words) that they would have to stop robbing consumptives and other helpless or ignorant unfortunates if they wanted Uncle Sam's assistance in circulating their wares.

S. ROLAND HALL,
Advertising Manager.

P.S. I hope that every reader of PRINTERS' INK will send me every consumptive-cure advertisement he sees, giving me the full page showing the title and date of publication. I am making a collection of these gems for the purpose of letting the self-respecting advertisers of the country see how dearly some of the publishers love their readers.

Earl H. Rogers, for two years in the copy department of N. W. Ayer & Son, Philadelphia, has become associated with the Tracy-Parry Company of the same city.

The Atlanta Journal Atlanta, Ga.

December rang the bell.

Both advertising and circulation made new high December records for The Atlanta Journal.

The increase in advertising (205,114 lines) was the largest for any month in The Journal's life and this increase was larger than the combined increase of all other Atlanta daily and Sunday newspapers.

Advertising in The Journal Sells the Goods



Graffco
TRADE MARK REG. U.S. PAT. OFF.

WISE CLIPS

—clip on papers easily and hold them *tight!* They keep valuable papers together neat and safe—without sliding, slipping, or letting go, yet are removed instantly. (The patent tongue does it!)

Graffco Vise Clips come in three sizes to suit your needs. They are made of bright, nickel-plated steel, do not rust, and will hold from two to sixty papers securely.

Samples of the actual thing will cost you nothing. Why not try them?

George B. Graff Company
294 Washington Street, Boston, Mass.
Mfrs. of Time-saving Office Devices

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATTHEWS, Manager.

Atlanta Office: Candler Bldg., Gwo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line-net. Minimum order \$2.50.

JOHN IRVING ROMER, Editor
LYNN G. WRIGHT, Managing Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

Bruce Bliven John Allen Murphy
Frederick C. Kendall Frank L. Blanchard
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, JANUARY 9, 1919

The Answer to Bolshevism

The recently announced decision of the Allies not to send any more troops to Russia for the present, except a small expedition to the southern provinces, does not by any means lessen the apprehension which is generally felt in America regarding the world-menace of Bolshevism. Day by day the realization is growing among the Western nations that no peril has ever threatened our institutions so sharply as the doctrine of world revolution, which is now spreading like a prairie fire from Red Russia.

When a London dispatch to the New York *Evening Post* can calmly and casually refer to "The Socialist government (of Great Britain) which everybody

expects to see in power before long"; when Cuba suffers two general strikes within a month, both fomented by sympathizers with the Bolsheviks; when Uruguay is forced to mobilize part of her army as she did on December 26 in the expectation of labor troubles inaugurated by Russian agitators; when Italy is faced with such a problem as now confronts her; and when the Bolsheviks are as active and powerful as at present in Austria and Germany—decidedly this is no time for the patriotic citizens of the United States to "go to sleep at the switch" in the comfortable assurance that such doctrines will never make any inroads here.

Unfortunately, the spasmodic attempts which are now being made, both officially and unofficially, to combat the spread of Bolshevism in America are not only ludicrously feeble but are apparently based on a total failure to grasp the underlying psychology of the movement.

In so far as our industrial and political leaders are doing anything at all, they seem to be bent on meeting a set of ideas by a mere display of force. Unfortunately, the history of every great revolution in the world shows that when you drive a rebellion underground you make it twice as effective. No government in the world ever dealt so harshly with revolutionists as did the Czar's. Behold the result! Probably as harsh treatment as has ever been given to political agitators in the United States has been dealt out to the organizers for the Non Partisan League in the Middle West; and as a result, this movement has jumped its original boundaries and is spreading in all directions with amazing rapidity.

Every good American believes absolutely that we are right in our doctrines and faith, and that the Bolsheviks are wrong. We believe that their theories are illogical, based on insufficient knowledge of present day economics, and impractical. We believe that when the doctrines of

good honest Americanism are explained to anybody with the same care and patience which the radicals use in gaining adherents, Americanism can make converts a great deal faster than Bolshevism can.

Why is it, then, that we are afraid to fight out this battle with Bolshevism in the open? Why do we not recognize that ideas and ideals must survive on their own merit; and that Bolshevism can take root only in a mind which has never had anything better offered to it in a convincing and complete fashion!

A chance exists for some good American who does not believe in shutting people up in jail because they differ from him to perform a real service to the country at this time, by organizing the league of "Friends of Americanism," and securing contributions for a display advertising campaign on a big scale, which would be the most powerful blow Bolshevism has yet suffered. Incidentally, that is the only sort of antagonism that Bolsheviks are afraid of. The copy for these advertisements would have to be intelligent and instructive in tone. It should not merely consist of wild bursts of rage against the revolutionists, written in a manner which shows clearly that the author has not the faintest idea as to what their theories actually are. Setting up a man of straw and then demolishing him is not a very convincing exhibition. It should meet radicalism fairly and squarely, do its arguments full justice, and then proceed to show beyond the possibility of doubt that the good American principles of political democracy are more conducive to human happiness and welfare than the theories of the revolutionists. If we have not the brains and courage to fight this menace in the realm of ideas—where it must be ultimately met and conquered—we must not be surprised in the years to come to find the Bolsheviks or their American sympathizers cutting the ground from under our feet.

Advertising and the Public Utilities

What is the matter with the public utilities, especially the street railway companies? Many of them seem to have a larger variety of troubles than ordinarily falls to the lot of any one business. They are abused and railed at from every side.

On the one hand, they have lost the confidence and good will of the public, and on the other, they have won the suspicion and often the opposition of State and city officials. From the back, investors are inclined to withhold their support, and in front, the companies are confronted with ever-increasing operating costs. In many cases rate increases would seem to be a necessity but because of the bitter feeling that exists toward the utilities it is impossible for them to get permission to advance their charges. The stopping of the war does not hold out any relief to them.

What is wrong? Why should a business that renders the public such a necessary service be so mistrusted? In many cases at least the trouble is that the management of these companies lacks a modern merchandising viewpoint. It may be able to give fair service but lacking the selling instinct, it is unable to sell this service at an adequate price. In any properly advertised business, it is easy to get a just price for the product. When a business' customers are sold on its fairness, they are always willing to pay any necessary price advances.

It would appear, therefore, that where a public utility is rendering satisfactory service, better selling methods would overcome many of its problems. In numerous cases, however, the poor service that the companies are giving is the cause of their troubles. Here again we often find that the actual head of the operating end of the property is not a salesman. Often he has no real authority. The real bosses of the system are the financiers who control it. Frequently these men have no direct connection with the sales end of

the business. They have no knowledge of the physical needs of the property and no conception at all of the service requirements of the public. All they do is to look to the operating head to make the system pay, and lacking authority to institute necessary changes, he is not able to accomplish anything. Thus the thing goes around in a vicious circle.

What is needed is proper coordination between the financial and operating ends of the business. Then as the active head of the system should be placed a man who in the first place can give adequate service and after that is able to sell it, and to get a compensatory price for it. This is the way our big industrial corporations are successfully managed. It is the way our harassed public utilities should be managed. Until they are thus managed, the cry for public ownership of these systems will keep on rising.

Nation's Propaganda Efforts Should Continue With the cabled instructions of George Creel that the Foreign Section of the Committee on Public Information should immediately wind up its affairs and go out of business, the propaganda efforts of the United States in the great war have virtually come to an end. Whether these efforts were as wise and judicious as they should have been, time alone can tell; but that some such Government agency as the Committee on Public Information was a vital necessity is now universally admitted. Every one of the great nations engaged in the conflict speedily found this to be the case; and traditions of silence and austere reserve which had endured for a thousand years promptly went into the discard.

It remained for Bruce Barton, to record in a recent issue of *Collier's* the historical incident which doubtless was the lineal forefather of our multiplex bureau which is now uttering its expiring gasps. Barton relates that "even Cæsar knew the value of propaganda in breaking down enemy

morale. When his soldiers were engaged in blockading Pompey, it was their pleasant custom to hurl taunting messages over the front line trenches. 'But Pompey took what care he could that the words should not reach his men, who were out of heart and despondent.'"

Even the Bolsheviks who affect so much scorn of our so-called "capitalistic" western governments, are not averse to copying our propaganda methods. Last week **PRINTERS' INK** was much interested in seeing a copy of a big broadside which had been dropped behind the lines of the American forces operating out of Archangel. It was written in fairly good English, of a flowing, bombastic style, and was apparently intended primarily for British consumption, though there were incidental appeals to the "working-class soldiers" of France, Italy and America. In effect, it called upon these soldiers to "go home and shoot the capitalist masters who were seeking to enslave Russia" instead of "murdering innocent Russian citizens whose only desire was to establish peace in their long-suffering country."

The article by Bruce Barton, already referred to, after explaining how advertising frequently aids in developing a high sense of social responsibility and business integrity within an advertised organization, suggests that "article 114" of the Peace Treaty might require every nation signing it to spend one per cent of its present war cost per annum "in international advertising, explaining to the rest of the world its own achievements and ideals; and seeking to eradicate from the character of its own people those characteristics which are a source of irritation to their neighbors." While **PRINTERS' INK** doubts, as Mr. Barton probably does, whether any such action will be taken, we agree heartily that the general theory lying behind this suggestion is a sound one. Here's hoping that the day will sometime really come when the nation "shall beat their swords into electrotypes."

Founded by BENJAMIN FRANKLIN in 1728



The FRANKLIN PRINTING COMPANY
and the A. H. SICKLER COMPANY an-
nounce the consolidation of their
plants and businesses under
the name of

Franklin Printing Company

as of January first
nineteen hundred and nineteen.
The combined plants will continue
to be operated at

514-520 LUDLOW STREET
PHILADELPHIA

ESTABLISHED 1876



War Increases Circulation

At no other period in this nation's history have men and women turned to religion and spiritual thoughts as they have during the past two years since our country entered the war.

EXTENSION MAGAZINE

"The World's Greatest Catholic National Monthly"

Has increased its circulation from 200,000 to 233,000 for the January, 1919, number.

It will pay you to advertise in

EXTENSION MAGAZINE

and gain this wonderful interested "Reader Loyalty." The EXTRA CIRCULATION costs you nothing.

Rate \$1.00 per Agate Line

EXTENSION MAGAZINE

Member of Audit Bureau of Circulations

General Offices:

223 West Jackson Boulevard, Chicago, Ill.

Eastern Representatives:

LEE & WILLIAMSON, 381 Fourth Avenue, New York City

JANUARY MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES FOR JANUARY

(Exclusive of publishers' own
advertising)

Standard Size

	Pages	Agate Lines
Review of Reviews.....	80	18,032
World's Work	79	17,696
Harper's Magazine	56	12,544
Scribner's	50	11,389
Atlantic Monthly	45	10,103
Century	35	7,843
Munsey's	22	5,082
St. Nicholas	18	4,190
Wide World	17	4,022
Bookman	10	2,313

Flat Size

	Columns	Agate Lines
American	121	17,375
Metropolitan	78	13,358
Cosmopolitan	89	12,854
Red Book	85	12,156
McClure's	69	11,771
Photoplay	78	11,293
Motion Picture Magazine...	65	9,385
Sunset	65	9,337
American Boy	45	9,161
Hearst's	42	7,239
Everybody's	44	6,431
Boys' Magazine	23	4,045
Current Opinion	13	1,911

VOLUME OF ADVERTISING IN WOMEN'S MAGAZINES

(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
Vogue (2 issues).....	296	46,836
Ladies' Home Journal.....	178	35,664
Harper's Bazar	144	24,256
Good Housekeeping	153	21,980
Pictorial Review	104	20,974
Woman's Home Companion.	82	16,579
Delineator	67	13,569
Designer	54	10,917
Woman's Magazine.....	54	10,889
McCall's Magazine.....	47	9,400
People's Popular Monthly..	47	8,959
People's Home Journal....	42	8,479
Modern Priscilla	38	6,384
Today's Housewife.....	29	5,978
Mother's Magazine.....	43	5,975
Needlecraft	22	4,125

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES CAR- RYING GENERAL AND CLASS ADVERTISING

(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
System	303	43,357
Popular Mechanics (pages)...	111	24,963
Vanity Fair.....	128	20,273
Country Life in America...	105	17,640
Popular Science Monthly..	115	17,630
Physical Culture.....	107	15,412
Association Men.....	97	13,580
Electrical Experimenter....	71	9,981
Theatre	46	7,728
Field & Stream.....	52	7,436
Outing	36	5,229
International Studio.....	36	5,012
House Beautiful.....	32	4,951
Extension Magazine.....	14	2,282

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
*MacLean's	119	20,835
Canadian Courier (2 Dec. issues)	77	14,055
Everywoman's World.....	69	13,968
Canadian Home Journal...	60	12,000
Canadian Magazine.....	43	9,632

*New page size

VOLUME OF ADVERTISING IN DECEMBER WEEKLIES

(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
December 1-7		
Saturday Evening Post....	302	51,507
Literary Digest.....	135	20,603
Town & Country.....	107	18,076
Collier's	76	13,073
Life	66	9,322
Outlook	63	9,271
Leslie's	44	7,588
Scientific American.....	34	6,945
Christian Herald.....	35	6,003
Independent	33	4,845
Churchman	22	3,669
Youth's Companion.....	15	3,039
Nation	21	2,995
Judge.....	15	2,213

December 8-14

Saturday Evening Post..	272	46,348
Town & Country.....	139	23,512

	Columns	Agate Lines
Literary Digest.....	143	21,875
Collier's	51	8,676
Leslie's	40	6,815
Scientific American.....	33	6,612
Nation	34	4,895
Outlook	32	4,785
Christian Herald.....	24	4,140
Independent	22	3,271
Youth's Companion.....	16	3,202
Life	12	1,701
Churchman	10	1,649
Judge	9	1,319

December 15-21

Saturday Evening Post...	146	24,956
Literary Digest.....	103	15,666
Collier's	70	12,028
Town & Country.....	68	11,545
Scientific American.....	31	6,371
Leslie's	33	5,632
Independent	18	2,675
Christian Herald.....	14	2,524
Nation	17	2,480
Outlook	15	2,205
Life	14	2,059
Youth's Companion.....	9	1,879
Churchman	8	1,356
Judge	8	1,160

December 22-28

Literary Digest.....	228	34,673
Saturday Evening Post...	179	30,525
Scientific American	59	11,814
Leslie's	44	7,494
Outlook	31	4,605
Independent	27	3,988
Life	24	3,491
Nation	21	2,961
Youth's Companion	14	2,871
Christian Herald.....	8	1,507
Judge	7	1,100
Churchman	6	1,028
Collier's—Dec. 28th issue combined with the Dec. 21st issue.		

Totals for December

Saturday Evening Post.....	153,336
Literary Digest.....	92,817
*Town & Country.....	53,133
Collier's	33,777
Scientific American.....	31,742
Leslie's	27,529
Outlook	20,866
Life	16,573
Independent	14,779
Christian Herald.....	14,174
Nation	13,331
Youth's Companion.....	10,991

	Columns	Agate Lines
Churchman		7,702
Judge		5,792
*3 issues		

**RECAPITULATION OF ADVERTISING
IN MONTHLY CLASSIFICATIONS**
(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
1. System	303	43,357
2. Ladies' Home Journal..	178	35,664
3. Popular Mechanics (pages)	111	24,963
4. Harper's Bazar.....	144	24,256
5. Good Housekeeping.....	153	21,980
6. Pictorial Review.....	104	20,974
7. *MacLean's	119	20,835
8. Vanity Fair.....	128	20,273
9. Review of Reviews (pages)	80	18,032
10. World's Work (pages). 79		17,696
11. Country Life In Amer..	105	17,640
12. Pop. Science Mthly....	115	17,630
13. American	121	17,375
14. Women's Home Comp. 82		16,579
15. Physical Culture.....	107	15,412
16. Everywoman's World... 69		13,968
17. Association Men.....	97	13,580
18. Delineator	67	13,569
19. Metropolitan	78	13,358
21. Cosmopolitan	89	12,854
20. Harper's Magazine.... 56		12,544
22. Red Book.....	85	12,156
23. Canadian Home Journal. 60		12,000
24. McClure's	69	11,771
25. Scribner's (pages).... 50		11,389
* New page size.		

H. A. Bell Goes with The Holmes Press

Harrie A. Bell, for the past four years manager of the publicity printing division of the Curtis Publishing Company, Philadelphia, has become associated with The Holmes Press, also of Philadelphia, as head of a department of advertising and printing counsel which has just been established.

New Paper House in New York

Bertram T. Blake and Randall H. Decker have established the firm of Blake & Decker, Inc., New York, to transact a general paper business. Both of the principals in the new firm have been with the Dill & Collins Company for a number of years.

Bruce Yale Kleinsmid has become assistant to Robert C. Fay, advertising director of the Chicago Paper Company. Mr. Kleinsmid recently resigned from the sales staff of Jahn & Ollier, Chicago engravers.

The World Is Shifting Its Gears

CHANGING from war-gear to peace-gear is being largely accomplished through advertising.

You have gone into a new business. It is the business of helping to ease your country out of war and into peace.

The war has put money into purses where there was rarely any money before. You are probably facing the need of putting out new products, appealing to new classes of customers, rearranging your choice of advertising mediums, and building a new reconstruction note into your copy.

You will probably figure it necessary to place your message in publications whose influence bites deeper and clutches harder. A big brute of a circulation alone will no longer fill your needs.

A publication conducted after the manner of The Outlook will now engage your attention more persuasively than before. We do not print a million copies per week, and probably never shall. Our editorial points of view are too trenchant. We are never neutral. We do not construct The Outlook with shears and paste-pots. We build it with hard thinking, incisive, mental effort. Our editors take the week's sheaf of important events and thresh out what is beneath and behind them. You get both sides, plus our conclusions. You get vigorous opinions, free from the curse of mere opinionation.

The thoughtful character of The Outlook fits it peculiarly to carry your merchandising message to the great waiting market of the world at peace—a world sobered and made thoughtful by the lash of war.

Its authoritative information, briefly and clearly stated, makes it essential to the busy man of large affairs.

During the past three months we have added 21,959 new yearly subscribers to our list. We can safely promise for the year 1919 a net paid circulation materially in excess of the last Audit Bureau figures.

As you shift from war-gear to peace-gear, you will do well to intensify the spark of your advertising ignition by using The Outlook.

January 2, 1919.

THE OUTLOOK COMPANY

381 FOURTH AVENUE, NEW YORK

122 S. Michigan Blvd.
Chicago, Illinois

TRAVERS D. CARMAN
Advertising Manager

6 Beacon Street,
Boston, Mass.

"PRINTERS' INK'S" FOUR-YEAR RECORD OF JANUARY ADVERTISING

GENERAL MAGAZINES

	1919	1918	1917	1916	Total
Review of Reviews.....	18,032	14,158	22,817	22,190	77,197
World's Work.....	17,696	17,284	17,528	19,936	72,444
Cosmopolitan.....	\$12,854	\$14,812	\$28,854	14,322	70,842
Metropolitan.....	\$13,358	\$18,114	\$17,908	\$20,378	69,758
American.....	\$17,375	\$18,116	\$15,635	\$9,744	60,870
McClure's.....	\$11,771	\$13,004	\$16,807	\$18,230	59,812
Harper's Magazine.....	12,544	15,735	17,752	12,404	58,435
Scribner's.....	11,389	11,867	12,614	9,495	45,365
Hearst's.....	\$7,239	\$9,776	\$11,050	\$12,920	40,985
Sunset.....	\$9,337	\$9,747	*	\$18,617	37,701
Atlantic Monthly.....	10,103	10,117	10,450	6,839	37,509
Red Book.....	\$12,156	\$12,912	6,048	5,880	36,996
Century.....	7,843	9,288	9,978	9,394	36,503
Everybody's.....	\$6,431	\$12,556	8,736	8,510	36,233
Photoplay.....	\$11,293	\$10,565	5,732	4,293	31,883
American Boy.....	9,161	5,751	7,714	6,826	29,452
Motion Picture Magazine.....	\$9,385	6,383	5,489	5,166	26,423
Munsey's.....	5,082	5,663	5,566	5,502	21,813
Boys' Magazine.....	4,045	4,753	5,832	5,161	19,791
St. Nicholas.....	4,190	4,581	5,539	4,711	19,021
Current Opinion.....	\$1,911	\$5,856	\$4,465	\$6,136	18,368

‡Changed from standard to flat size.

*Dec. 1916 and Jan. 1917 issues combined. Figures credited in Dec. 1918 total.

WOMEN'S MAGAZINES

	1919	1918	1917	1916	Total
Vogue (2 issues).....	46,836	53,941	73,293	62,829	236,899
Harper's Bazar.....	24,256	28,319	37,098	25,822	115,495
Ladies' Home Journal.....	35,664	28,355	18,937	12,680	95,636
Good Housekeeping.....	\$21,980	\$17,501	\$30,968	12,355	82,804
Pictorial Review.....	20,974	14,855	13,471	10,550	59,850
Woman's Home Companion....	16,579	16,177	12,775	10,749	56,280
Delineator.....	13,569	12,657	9,931	9,268	45,425
Woman's Magazine.....	10,889	11,494	9,068	7,944	39,395
Designer.....	10,917	11,444	9,047	7,841	39,249
People's Home Journal.....	8,479	8,560	8,282	8,063	33,384
McCall's Magazine.....	*9,400	7,434	5,179	5,092	27,105
Modern Priscilla.....	6,384	6,165	5,998	8,064	26,611
Mother's Magazine.....	5,975	6,680	6,160	6,754	25,569

‡Changed from standard to flat size.

* New page size.

CLASS MAGAZINES

	1919	1918	1917	1916	Total
System.....	\$43,357	\$38,579	34,773	33,026	149,735
Vanity Fair.....	20,273	30,765	41,785	36,726	129,549
Popular Mechanics.....	24,963	28,067	33,866	24,528	111,424
Country Life in America.....	17,640	23,365	24,696	19,152	84,853
Popular Science Monthly.....	\$17,630	20,871	18,500	14,042	71,043
Physical Culture.....	\$15,412	9,946	9,422	8,176	42,956
Theatre.....	7,728	6,720	10,787	7,728	32,963
Field & Stream.....	7,436	7,458	8,723	7,434	31,051
Outing.....	\$5,229	\$6,118	5,372	5,841	22,560
House Beautiful.....	4,951	5,562	5,685	5,744	21,942
International Studio.....	5,012	5,144	5,766	4,926	20,848

‡Changed from standard to flat size.

WEEKLIES (5 December issues)

	1918	1917	1916	1915	Total
Saturday Evening Post.....	*153,336	151,598	120,835	*71,961	497,730
Literary Digest.....	*92,817	92,554	82,175	*59,931	327,477
Town & Country.....	\$53,133	\$62,151	\$65,193	\$51,292	231,769
Collier's.....	*33,777	55,546	56,605	*38,109	184,037
Life.....	*16,573	*24,786	*36,751	31,485	109,595
Leah's.....	*27,529	30,602	26,902	24,488	109,521
Scientific American.....	*31,742	22,252	26,017	*18,452	98,463
Outlook.....	*20,866	*18,984	*16,744	24,248	80,842
Christian Herald.....	*14,174	*10,099	*13,459	18,902	56,634

Grand total..... 1,058,675 1,105,787 1,120,777 920,856 4,206,095

* 4 issues. † 3 issues.

The Permanent Thrift Campaign

Necessity for Intensive Saving on the Part of All the People Did Not End With the Signing of the Armistice—Why Thrift Must Become a National Habit—Federal Reserve Board Speaks

IT seems that the war-time thrift campaign was only the beginning of our national education in systematic saving. Officials of the U. S. Treasury and members of the Federal Reserve Board have lately let it be known that sustained effort in financial conservation must succeed the patriotic spurts of the past year and a half. It is even hinted that it has been made too easy for the public to purchase Liberty Bonds on the payment plan which in many instances necessitates but limited self-denial on the part of a purchaser and that our country cannot enjoy solid prosperity until ownership of the great undigested mass of war securities is transferred from the banks to the people.

This summons for the exercise of intelligent thrift in the reconstruction era cannot but have interest for business men if through no other circumstances than its direct or indirect influence upon standards of living and the buying policy of everyday Americans. The creation of a Savings Division in the U. S. Treasury, not less than the summons of the Secretary of the Treasury for intensive thrift, indicates how much in earnest are the officials at Washington on this subject.

Answering recently the question "Why are prices up and are they destined to stay up?" A. C. Miller, member of the Federal Reserve Board, intimated that not only the why but the when of this conundrum rests in the five or six billions of dollars worth of Government securities which, as Mr. Miller expressed it, "there is good reason for believing have

not yet been absorbed by permanent investment."

In this same connection it is interesting to observe the preparations that are in progress for Governmental salesmanship that will persuade the public not to leave Uncle Sam's offerings on the shelf while purchases are made of the wares of private purveyors. Savings Directors of the Federal Reserve districts have met in Washington to lay plans for what Assistant Secretary of the Treasury Leffingwell characterizes as "A crusade to popularize habits of intelligent saving and widespread investment in Government securities."

In the post-war period we are to witness an effort to have the Savings Stamps serve in behalf of consistent and persistent thrift the purpose that the Postal Savings System was supposed to serve but never accomplished.

The attitude at the United States Treasury on this thrift issue as it affects the individual is expressed in a communication recently sent from the headquarters of the Federal Reserve Board to bankers throughout the country, in which it is stated: "To the private individual the process of shifting to the peace basis must mean much the same as the process of conserving resources during war. In both cases it is incumbent upon him to avoid undue waste, to limit his consumption to what is necessary to efficiency and to devote his savings systematically and fully to the strengthening of the banking and investment position of the country. The erection of a strong foundation for the peace industry of the future demands the continued exercise of self-denial and foresight just as during the war."

Campaign Coming for Auburn Automobiles

The Auburn Automobile Co., Auburn, Ind., is about to engage in a national advertising campaign through the McJunkin Advertising Company, Chicago. It is stated that the chief publications to be used will be a national weekly, metropolitan newspapers and automobile business publications.

Ousts "Aunt Jemima's" Colored Rival

Court of Appeals Says Kirkland Company's Package Likely to Create Trade Confusion—Case Long Before Washington Tribunals Decided in Favor of Well-Known Trade Character

NATIONAL manufacturers popularizing a trade-mark character frequently awake to find a host of would-be relatives tagging along in its merchandising wake. Just what to do with these presumptuous next of kin, who hope to sponge upon the prosperity that has come to the founder of the pictorial family, has been a disquieting problem—particularly since the decision of the Patent Office in the case of the Aunt Jemima Mills Company, which seemed to say that no advertiser could hope to exclude from the field other trade mascots having a more or less family resemblance.

It is a relief to advertisers, therefore, to learn that this ruling has not been sustained in the Court of Appeals at Washington, which is the court of last resort for such trade-mark controversies.

A negro boy, represented in the act of eating a watermelon is the fanciful personage that has been pronounced too close of kin to Aunt Jemima to be permitted authorized use in the same trade field. The negro boy is the trade character of the Kirkland Distributing Company.

In consideration of the case at the Patent Office it appeared, in the eyes of certain of the arbiters, to be a source of weakness for the case of the Aunt Jemima Company that this familiar figure had appeared at different times wearing several colors and shapes of turban and shawl.

In defense of its trade character the Kirkland company seemed to overlook the question asked rather pointedly at the Patent Office as to why it should have chosen the picture of a negro eating water-

melon as a trade-mark for flour—"there being no connection between the two things." Rather did the later comer in the field lay stress upon the contention that by extensive advertising the public has been educated instantly to recognize the particular countenance of Aunt Jemima and could not possibly be deceived into purchasing the goods of other manufacturers in the belief that these were the product of the Aunt Jemima Company.

Whatever sympathy for this logic may, however, have been manifested at the Patent Office, is sternly rebuked in the decision in favor of the Aunt Jemima Company rendered lately in the Court of Appeals.

In reversing the decision of the Commissioner of Patents, the court said: "It is substantially conceded that the goods upon which the respective marks are used are of the same descriptive properties. The only question left is whether the marks are so similar as to be likely to create confusion in trade. It would be difficult to imagine a more flagrant violation of the statute than the one here presented. The red core of the watermelon with its seed spots, held under the chin of the negro is a good reproduction of the red bandana with its spots tied around the neck of the negro. A mere glance at the marks is convincing. No evidence of confusion is necessary nor can any amount of fine-spun discrimination withdraw the case from the direct operation of the statute. The opposition should have been sustained."

New York Tribune Adds to Staff

Chester Parish, formerly real-estate editor of the *New York Sun*, *Evening Post* and *Herald*, became editor of the *New York Tribune* real-estate department January 1. M. V. Casey, for several years associated with the *New York Sun*, will assist in the development of this department.

Frank A. Eaton has returned to the *Tribune* as manager of the promotion department. For the past six months he has been circulation manager of *The Nation's Business*, Washington, D. C.

"Electrotypes—Quick?"

Then it's "**Rapid Service**" you want. We can fill your Electrotypes orders, Promptly—Efficiently—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotypes Company

W. H. KAUFMANN, President and General Manager

Largest Makers and Distributors of Advertising Plates in the World

New York

CINCINNATI

Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what Rapid's Service means.

Concentrated Export Selling Publicity THE EXPORTERS' REVIEW

Circulating among interests engaged in buying and selling for export,

Represents 80 per cent of all Foreign Business

Transacted in the United States. For further particulars address the

Exporters' Encyclopædia Co.

Maritime Exchange Building, 80 Broad Street, New York

Population 65,000 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. Established 1880.

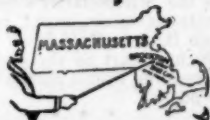
Brockton Daily Enterprise

16,000 Daily

Flat Commercial rate 50 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries a page of want advertisements.



The Little Schoolmaster's Classroom

RARELY is it that the Schoolmaster takes it upon himself to discuss the mooted question of copy. It is so much a matter of personal taste that he hesitates to start anything he has no intention of finishing.

But in studying pictures, your preceptor often observes the skilful use of color not as a background, but as a jewel to set off the surrounding grayness and emphasize the contrast.

* * *

And the Schoolmaster is constrained to remark that in his humble opinion, copy writers severally and collectively could well consider the more frequent use of tinted adjectives and colorful descriptions. In a magazine article which the Schoolmaster recently read, the author described a little girl "with maize-colored hair and lips stained with lico-rice." To the Schoolmaster these words conjured up a definite mental image of a very real and very human little person. In fact, she often climbs up on the Schoolmaster's knee and calls him "Daddy."

Describe a piece of pottery as a flower bowl of unusual interest, and then write it a Japanese bowl, dull gold with crimson figured griffins. Or speak of an automobile as a fleet runabout, russet tan, with wire wheels painted cream. Or a suit as cheviot tweed with the tang of heather.

One must remember, of course, that color is usually most appreciated when employed with restraint rather than as a paint-box orgy as a canvas of Matisse or Cezanne might suggest. And now, perhaps, some copy writer who really knows how to do it, will deride the Schoolmaster's feeble attempts as examples of how *not* to do it.

Such is part of the excitement of presiding over a class of rebellious pupils.

* * *

Reading "Salesman's Fright" in a late issue reminds the Schoolmaster of a chat he had Thanksgiving Eve with an old school chum who has achieved somewhat notable success in selling.

In the Briggsian days of corn-silk cigarettes, Leonard used to be *turribly* bashful. He blushed scarlet whenever the girls giggled, and when it came to recitation, the poor chap nearly fainted dead away.

That night, as they say in the movies, our conversation veered in the direction of stage fright and kindred subjects, and the Schoolmaster tactfully inquired how it was his friend has apparently succeeded in vanquishing the old-time serious embarrassment.

* * *

"You'll probably laugh when I tell you," confided Leonard. "Fact is, I haven't completely subjugated the indigo demon. But the night before I call on a hard-nut prospect, I read, propped up in bed, a half dozen pages from a little book my wife gave me on our first Christmas together. Then I sleep over it and the next morning would just as soon interview the Kink of Saxophone."

The volume in question contains an essay. It is entitled "Self Reliance," by one Ralph Waldo Emerson.

Then the Schoolmaster knows of another veteran advertising man who keeps a well-thumbed Thomas à Kempis in the book rack near his desk. And when the little annoyances of a busy life crop out in the day's work, the old philosopher can be counted upon to supply the antidote.

* * *

On Market street, Philadelphia, within a hand grenade's throw of Independence Square, a venerable numismatist temptingly displays his wares. There are shekels, rubles and yen; kopecks, cash and yekilik—the usual nondescript as-

The Architect's Influence

There is no building project of any importance, say \$10,000 and above, for which an architect is not the responsible head. On this work he has the same professional relation with his client that the lawyer or doctor does in his particular sphere.

The architect, however, supplies not only professional advice but he prepares the specification on which all materials for the building are purchased and has the power to include or bar any product he sees fit.

The manufacturer with a product entering into building construction or equipment is absolutely closing the door to a big market if he ignores the architectural profession.

The cost of keeping the door open and securing the active support of the architect for a meritorious product is so small, comparatively, and the concentrated field of architectural practice can be reached so directly and effectively through the architectural press that everyone interested in this field should carefully investigate it.

The American Architect is the one weekly publication for architects, and is read as intently by its subscribers as *Printers' Ink* is by its devotees. Ten dollars a year is the subscription price and is a measure of its value in the eyes of subscribers.

TWO BILLION A YEAR in building construction controlled by architects is the market open to you.

The American Architect

The Weekly Journal of Progress in Architecture

243 West 39th Street, New York City

Affiliated Papers Covering Other Parts of the Building Industry: BUILDING AGE—LUMBER—METAL WORKER, PLUMBER AND STEAM FITTER

The Typographic Service Company

of New York, Inc., C. E. RUCKSTUHL, Pres.

*Engraving
Advertising Composition
Electrotyping*

141 Madison Ave., New York
Telephone, 3620 Madison Square

Printing

Typography that will make
your advertising attractive.
SERVICE that will help
tell your story convincingly.

Charles Francis Press

PRINTING CRAFTS BUILDING
Eighth Ave., 33d to 34th Sts., New York City

WANTED

An Honest - to - goodness Clerk who knows Printing and Printing Costs

There is a perfectly evident good and permanent future with a sound progressive advertising agency for a clerk, male or female, who has had real experience in printing and printing costs—who can figure and check printing bills, lots of them—accurately and authoritatively.

Replies will be treated with strict confidence.

"P", Box 261, Printers' Ink

sortment that comprises an itinerant pedler's pack.

As the Schoolmaster strolled past a familiar tarnished silver disk caught his eye. On inspection it proved to be an American dollar—dated 1802, and hence regarded as somewhat of a rarity. The price was marked at two dollars.

While an unkind engagement prevented tactful inquiry, the Schoolmaster wondered just how long this coin had remained in stock and, therefore, withheld from circulation. He hazards a guess that it was a matter of years. Perhaps some member of the class will be sufficiently interested to inquire, and from the facts weave together a house-organ story illustrating the importance of keeping the dollar moving. It seems to have somewhat dramatic possibilities. One might even make graphic the lesson by compiling a table of net profits had one of these dollars been invested in the particular merchandise you are selling, at a normal rate of turnover, investment and selling expense.

But maybe the tale has already been told.

* * *

Manufacturers of certain kinds of merchandise sometimes despair of ever being able to brand their product. It doesn't seem to lend itself to such treatment. That the difficulties are not always unsurmountable, however, is evidenced by observing the means employed to trade-mark apples and oranges by the wrapper, sash cord by a series of black dots at specified intervals, doors by the insertion of colored veneered sections, etc.

A new one was sprung on the Schoolmaster some weeks since and which for ingenuity and resourcefulness he commends to readers of these columns.

Traveling from St. Louis to Dallas, the Schoolmaster happened to order for breakfast, along with his two medium boiled and coffee, a portion of toast. Three pieces, deliciously buttered, were placed before him by the

smiling and nimble-footed waiter. On the top slice of toast, seared darker than the surrounding golden brown, appeared the word Texas. On the middle slice was the word Special, and on the bottom layer the word Katy.

For many years to come, the Schoolmaster will remember that on this memorable southern trip he traveled via the Texas Special of the Katy Railroad.

Does any reader recollect any equally clever trade-marks? Hold up your hand, please.

* * *

Authorities on the bringing up of children disagree somewhat radically regarding the system of rewards and punishments to be employed in infusing into the juvenile mind those habits of obedience, truthfulness and honor that are so desirable in the child as well as in the man. But both camps admit that treatment must be modified and varied according to the individual.

Salesmen being grown up boys, it is often interesting to notice the methods practiced by sales supervisors and directors in disciplining refractory drummers.

A certain firm had difficulty in persuading its representatives to solicit from dealers the names of prospective customers to whom advertising literature could be mailed. At a gathering of representatives from different territories, men were called upon to explain their pet plans of working with the retailer, and this was one of the subjects discussed.

"Now, Mr. Powell, you tell the boys how you educate your dealers to send in prospects," requested the manager of a jolly-looking person in the back row.

Powell stood up, fidgetted a bit, then stammered "I'm on. I get the hunch. I'll do better after this."

He was the man in the room with the worst record.

* * *

How often do advertising men regard as advertising the appearance of their merchandise after it has remained in the merchant's store for a few months?

Wanted: a Big Man

An advertising agency of high standing has a real opportunity awaiting the right man. This position is close to the top in the Agency, where he will be building up something tangible for himself, taking care of something that in time will take care of him. It is a position where he will be brought in contact with big men, with the chance to do big things—with returns in proportion.

This man must be, first of all, reliable to the uttermost; able to analyze an advertiser's needs and to write resultful copy. If he can rightfully bring business with him, so much the better, but he must be able to secure business. The man we want must be deserving of a large salary, but willing to prove his worth first. This opening is opportunity knocking at the door for the man who has it in him to fill it—a place of the sort that is seldom open, a place of importance, with a future.

Write for an interview, for this description is necessarily general. If agreeable, give full particulars in your letter. This will be regarded as confidential, if so requested. Address "President of Agency," Box 263, Printers' Ink, New York.

More rated retail Department, Dry Goods and General Mdc. Stores are paid Subscribers to the Merchants Trade Journal than to any other trade publication.

A. B. C. Members.

**MERCHANTS TRADE
JOURNAL, Inc.**

Des Moines, New York, Chicago
Indianapolis

DOMESTIC ENGINEERING

A weekly publication read by the progressive

Plumbing and Heating Contractors

Livest in the field. Member A. B. C.

OLD COLONY BUILDING, CHICAGO
NEW YORK OFFICE: 200 FIFTH AVE.

help! help! help!



for overworked
editors of house
organs & trade
papers—special
& feature articles
on short notice

Chester A. Grover 1105 Dearborn St. Chicago
"ask for proof"

**Sales and Advertising Manager,
Stix, Baer & Fuller,
St. Louis**

Require the services of an executive who can take entire responsibility of advertising and sales-promotion end of business, man with merchandise knowledge and broad vision. Only men with thorough department store experience through having held similar positions need apply. Large opportunity. Apply by letter immediately stating experience, positions held, references, age and salary expected. Confidential.

**We represent
Student Publications**

FIVE years' successful college town merchandising and college paper advertising.

Ask us anything you want to know about the college field.

**Collegiate Special
Advertising Agency**

Inc.
503 Fifth Avenue New York
Established 1913

Waggish pupils will probably answer this prying query with the brilliant remark that advertising men do not expect their merchandise to lounge around the dealer's shelves because their superlatively good copy and smashing layouts will quickly bring the gleesome villagers, coy maidens and dauntless youths flocking to said dealer's shop to purchase. Yet even so, sunlight fades labels into mere spectres of their former colorful selves; dust, rust and dampness play giddy havoc with the contents of one's nifty little trade-marked containers and the advertising man, custodian of good looks, must be on the *qui vive* against the ravages of time—be it ever so short and fleeting.

In perusing that clever magazine, "The Pipe Organ," mouthpiece of WDC pipes, the Schoolmaster finds reference to a pipe kit containing China cement, polishing liquid, rouge and a witch cloth—whatever that may be. It is suggested that the tobacconist purchase this kit for 25 cents—when the actual cost is said to be 50 cents—and instead of rolling the ivories put in spare moments giving to his stock that sophisticated polish we all admire on our favorite briar.

Isn't this true advertising with the embroidery removed? Those who disagree with the Schoolmaster will please go to the bottom of the class.

GET READY NOW!

American Manufacturers that get their plans and machinery in shape now for the export rush will be at a decided advantage. The advertising will be an important factor in these plans. Our ads made in U. S. A. are read in Latin-America!

THE BEERS ADV. AGENCY

Havana and New York
Established 1906

A Real Latin-American Service



**copy men &
advertising
managers**
**the
Howell Cuts**
will interest you

write for proofs—right now!
303 Fifth Avenue New York

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty cents a line for each insertion. No order accepted for less than two dollars and fifty cents. Cash must accompany order. Forms close Monday noon preceding date of issue.

HELP WANTED

COPY WRITER WANTED

Mid-West agency handling National business. Must be a *writer*! Send complete information. Box 393, care of Printers' Ink.

Wanted

Display solicitor, 28 to 35, for leading morning southern daily. \$35 week. Permanent. Box 402, Printers' Ink.

A salesman having experience selling advertised specialty, to travel in the South introducing a nationally advertised line. Write, stating qualifications, experience, references and compensation expected. Standish Advertising Agency, Union Trust Building, Providence, R. I.

COPY WRITER

Big Southern daily has permanent position open in service department for bright young man or woman who is experienced in writing copy for retail merchants and capable of making attractive layouts. Must be an expert letterer. Send samples of work and state experience in first letter. Position pays \$40. Box 394, Printers' Ink.

Subscription book man, who understands selling through trade agents. A wide acquaintance with trade agents desirable. Man who fills this job must look after selling, credits and the training of trade agents to properly sell the best book proposition on the market today. Apply by letter. F. W. S., Box 43, Station D., N. Y. Post Office.

Wanted—A Woman

For a woman who has executive ability, tact, judgment, is watchful of details and has a general understanding of the "modus operandi" of the advertising business, an exceptionally good position is open with a large publishing house. Give an account of yourself in a letter to

Box 412, Printers' Ink.

Advertising manager for monthly magazine, member A.B.C., and best result-producer in its class. Man for this position must have ability to sell advertising space by personal interviews as well as by correspondence. Give particulars regarding past experience and salary desired for first year. Box 406, Printers' Ink.

ADVERTISING AGENCY MAN

The Johnston Overseas Service has an unusual opening for an expert copy writer to advise on all problems of copy for clients and superintend its preparation; also to assist in the promotion work of this agency; any knowledge of foreign merchandising is preferred but not essential. Write stating age, qualifications, references, salary. Box 408, Printers' Ink.

DID YOU

EVER WRITE a Patent Medicine Ad? Did it sell goods? If so you can make a lot of money—salary or on the side—writing Patent Medicine and Toilet Article advertisements for us.

We want the man with several successful campaigns back of him. We want the Real Thing or nothing. We have no time to educate or experiment—we want Results, quick and big, and will pay the price.

We are well established, located in New York City. Don't write for interview unless you can back your letter with facts. Tell all in first letter.

Box 407, care of Printers' Ink

TECHNICAL WRITER

WANTED—Young man with experience in technical writing, capable of preparing catalogues, descriptive literature and special copy that will appeal to ship-owners, by large company engaged in development and manufacture of highly technical marine appliances.
Writer, P. O. Box 145, Brooklyn, N. Y.

Advertising Writer

A leading New York advertising agency can use the services of an advertising writer who is prepared to write on order, practical selling copy for high-class accounts. Address at once, please,

Box 397, Printers' Ink.

MISCELLANEOUS

Ph. Morton

OCEAN TO OCEAN
CINCINNATI

Foreign Representative

Manufacturing chemist representative going to New Zealand, Australasia, China, India, South Africa, can investigate trade details of nontechnical nature for firms in other lines. Leaves New York January 14. Box 403, Printers' Ink.



**ADvantageous
ADvertising**

ALL WAYS
The Adlberg-Madison-Dove Co.
Chicago New York
Tulso

Bound Volumes Printers' Ink

For sale—31 handsome cloth-bound volumes in perfect condition, embracing the following: Sept. to Dec. 1905; complete years 1906, 1907, 1908, 1909, 1911, 1914, 1915, 1916, 1917; June to Sept. 1918. Price \$150. Address Jos. Katz, care of The Hub, Baltimore, Md.

Wouldn't you like a feature story on you or your client in to-day's New York paper? I do it for others. Why not for you? My publicity stories pull inquiries. Free readers, publicity stories written and placed by experienced publicity and newspaper woman. Invaluable to reprint for envelope stuffers. Booklets written. Box 417, Printers' Ink.

POSITIONS WANTED

EXPORT MAGAZINE REPRESENTATIVE willing to take an export magazine and put it on its feet in the East. Good connections. Box 419, Printers' Ink.

Advertising Solicitor

expert on dealer's helps, editing house organ, printing and lithography. Box 400, Printers' Ink.

Young woman with thorough art school training in figure drawing wishes to undertake practical work in commercial art studio or advertising agency at small salary. Box 398, Printers' Ink.

Eastern representation wanted for a big magazine with a future. Will build along constructive lines. Past salary average \$6,500. Will work on salary or part salary and commission. Box 420, Printers' Ink.

Advertising man, thoroughly experienced and capable of handling the advertising of a nationally advertised product, desires an executive position with a well established house. "Advertising Manager," Box 401, Printers' Ink.

Executive position in civil life desired by Lt-Col. General Staff. Graduate West Point and U. of P. Law School, 16 years' experience executive work, R. M. B., room 342, War Department, Washington, D. C.

WHO—can offer me more than a mere permanent position—a future where my executive experience in management, sales, credits, collections, correspondence, etc., will earn for me a FUTURE PARTNERSHIP. Box 409, P. I.

PART-TIME JOB

Advertising manager of large New York corporation desires to use spare time planning campaigns, designing and writing advertisements, catalogs, booklets, circulars, etc. Box 413, P. I.

YOUR BUSINESS PROMOTED

I prepare strong sales letters, circulars, booklets, financial prospectuses and complete trade newspapers and magazine advertising campaigns. Satisfaction guaranteed. Reasonable rates. "Ad-Specialist." 2687 Woolworth Bldg., New York.

USE ME?

Secretary stenographer experienced handling follow-ups telephone calls and correspondence—college education with advertising inclination. Box 414, P. I.

Versatile, Original

young woman of broad vision, interests and understanding wants position with superior advertising agency or publication. Can produce original, convincing advertising copy on subjects ranging from Aesthetics to Zinc roofing. In an editorial capacity, with the advertising viewpoint, can evolve ideas for increasing advertisers and subscribers. Am able to bring to this work, knowledge obtained from following sources: Unusual business experience, travel, residence in various parts of the world, constant study of interesting subjects. Have a first-hand knowledge of art, dancing, journalism, literature, languages, music, sports and many other subjects. In work am alert, with endless enthusiasm and original ideas; a keen analyst, practical and level headed. The more responsible and difficult the work, the better. Box 415, Printers' Ink.

ARTIST—Effectively handles pen and ink, color, poster, general art work; 5 yrs. experience with N. Y. agencies; desires similar connection. Age 22. Moderate salary. Box 418, Printers' Ink.

Captain of Field Artillery, age 25, 18 months' service, experience in advertising, salesman, clerical work, ability to handle men, would like position. Make offer. A-1 references. Address Advertiser, P. O. Box 1140, N. Y. City.

Advertising Man: Seven years' experience on newspapers. Just being released from army, wants good connection with responsibility. Married, steady. Write or wire H. W. Q., 306 Massachusetts Ave., N. E., Washington, D. C.

Man with 15 years' experience in selling and handling salesmen; 10 years with same house, is considering making a change. Would like to connect with house that would appreciate hard, honest, conscientious work. Box 405, Printers' Ink.

Editor of successful trade journal, with five years' experience as reporter and city editor of daily newspaper, desires to obtain position offering better future. High-class business and personal references. Address: Box 395, care of Printers' Ink.

This Ad Is An Opportunity

for an advertising manager or agency to get in touch with an able assistant or copy writer. Clip, paste to letter-head, mail, and receive full information. L. D. Trowbridge, 41 Wethersfield Ave., Hartford, Conn.

Practical Pictorial Publicity Manager

With all-around knowledge of inside problems of national pictorial publicity, through eight years constructive work as Art Director of a group of national magazines. For part time advisory work, or whole time arrangement. Box 404, Printers' Ink.

ADVERTISING EXECUTIVE

Now assistant to head publicity department of government bureau. Four years' experience with successful national magazine. Thoroughly familiar with advertising campaigns, sales promotion, dealer service, also details of office management, copy, printing and engraving. College graduate, age 30. Will soon be open for connection with publication, manufacturer or agency. Box 396, Printers' Ink.

CORRESPONDENT STENOGRAPHER

Young man (26), wide experience, executive ability, knowledge of advertising, wishes position where merit wins promotion. Box 416, Printers' Ink.

Agencies Please Note

I am seeking—not waiting—for a better opportunity as a copywriter than is offered by my present position. My experience is recorded in "proofs" which I would like to submit. Wanted—an interview. Box 399, Printers' Ink.

PUBLICITY MANAGER

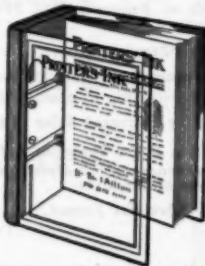
Practical all branches Newspaper, Advertising, Printing and Publishing business. Have satisfactorily filled important Publicity-Secretarial positions, including National and Civic Expositions, Commercial Clubs, Publicity for private enterprises, etc. An all-around Newspaperman. "Service," P. O. Box 318, Chicago.

27 years old, 8 years' successful experience, with capacities that will make him a factor in advertising. Prepared to start now in the preparation of publicity campaigns. Possessed of the necessary judgment and ability to improve any advertiser's organization. Salary and special qualifications will be taken up by letter. Box 411, Printers' Ink.

CIRCULATION & BUSINESS MANAGER

Seven years' publishing experience. Now manager of successful publication in New York City. Complete knowledge of circulation work—direct, newstand, and agents. Greater opportunity wanted. Excellent references. Glad to call immediately. Box 410, Printers' Ink.

Binders for Printers' Ink



75 Cents Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue, - - New York

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we have a
personal
representa-
tive within
a few hours
ride of any
point in the
United States

Thos. Gsack Co.

CHICAGO

NEW YORK

Largest Advertising Company in the World

When You Say "National Advertising"

—do you think of a map or of men and women?

You can cover the map of the United States with your advertising easily, cheaply and *vainly*.

You can cover the men and women of the United States only through the dominant medium which influences the mass of people in each section —the *newspaper*.

To pick the right newspaper in every section and run the proper campaign in it is not easy, nor cheap, nor vain. It is the only way to achieve truly "national" advertising—to all the people as well as all the states.

The greatest NATIONAL ADVERTISING MEDIUM in the Chicago Territory is

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation in excess of 440,000 Daily and 700,000 Sunday